

	Max.	Min.
Wednesday, December 17	58	51
Thursday, December 18	65	44
Friday, December 19	61	49

The Desert Sun

and PALM SPRINGS NEWS

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Palm Springs, California, Monday, December 22, 1952

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CHRISTMAS PARADE—Little Bear will lead the Santa Claus parade down Palm Canyon Drive tomorrow. It will be the 23rd time. She started the Christmas parade program in 1929.

LITTLE BEAR TO LEAD SANTA CLAUS PARADE

Santa Claus will ride again in Palm Springs tomorrow. And Little Bear, who has been leading Santa Claus parades since 1929, will again be at the head of the line,—her 23rd such ride.

This year's parade, slated for tomorrow afternoon, will be the biggest since that first little line in 1929, she said.

The high school band, Palm

This Side of The Sun

By Phat

AGAIN, AGAIN AND AGAIN Christmas week is here again. And also we have rain. The former I am glad to see. The latter gives me a pain.

*If you pronounce this word as FDR did, it will rhyme.

HATE TO DO THIS at this time of the year when Christmas is in the air and everybody should be happy. But I would like to pay my compliments to those motorists who step on the gas as they approach a puddle left by the low fog and splash water over passing cars. Drivers of which are courteous enough to drive slowly through those ponds. Some go so fast they splatter innocent bystanders on the sidewalks. And, by the way, the weather man at last caught up with our new weekend. He turned on the water on Wednesday and Thursday, the days we selected for our weekend because Saturday and Sunday had been sort of damp.

THE OTHER DAY when we got November mixed up with December in a date line, Pat Stambough of the Dunes said that it was all right for me to monkey with the days of the week but that when I mixed up the months I was taking in too much territory. I respectfully want to call his attention to the fact that they are monkeying with the months. The people backing calendar reform want to make every month the same length—four weeks—add an extra month and throw in the extra days as holidays. They even want to change New Year's day. Make it December 21 when Winter starts and the sun turns north. The year they do that Christmas wouldn't even come once a year.

YESTERDAY AND TODAY are the shortest days of the year. Most heads of families, however, disagree. They say the short-

See THIS SIDE, Page 3A

City May Take Over Sanitary District

Board Would Include Entire Village Area

Recommend Move to Extend Service to All Sections

Recommendation that the city take over operation of the Sanitary District as a municipally operated function and that the county district be dissolved was made by the Sanitary Board at its last meeting.

This action has been advocated by the board members for several years, according to Robert Peterson, board secretary.

Reasons given are to eventually provide sewerage service for the benefit of the entire city instead of within the confines of the district, and that the cost of operating the system should be spread throughout the city instead of being confined to property owners within the district many of whom have paid taxes for 16 years without having sewerage facilities themselves.

THE DISTRICT at the present time comprises the east one-half of Section 10, the west one-half of Section 11 and the east one-half of Section 15, a total of one and one-half square miles centrally located entirely within the city limits. In March of 1949 a ten-acre parcel in Section 13 occupied by the St. Theresa Parochial school was annexed as a non-contiguous addition to the district.

Meanwhile, a report received last week by the district reveals that Palm Springs sewage facilities through the sewage disposal plant and cesspools cause absolutely no danger to the underground water supply.

TERMINING THE SEWAGE disposal for the city as a whole "satisfactory," the report prepared by the State of California, Department of Public Health Bureau of Sanitary Engineering said that "it is our opinion that the present methods of sewage disposal do not jeopardize the underground waters."

It explained that ground water supplies which have been used for domestic purposes for many years underlie the city at depths of 150 feet or more below ground surface.

"The chemical and bacteriological quality of this water has remained good throughout its years of use. It is apparent then that the disposal of sewage by percolation into the ground as practiced in this area does not affect the ground water adversely," the report continued.

EXPANSION OF SEWAGE plant facilities will be required in the future though, when areas are built up and connection with the sewerage system is required because of increased population density and lack of space for placing of cesspools.

Citing the permanent population increase as 123 per cent between the 1940 and 1950 censuses, with most of the increase occurring the post-war years, the report estimated that from available data the permanent population by 1962 will be more than 14,000.

The sewage treatment plant capacity is for 7920 persons, and during the period of highest sewage flow in 1951 the plant was treating sewage from an estimated population of only 5400 persons, or about 70 per cent of capacity. This provides facilities for many more years, but the district has prepared plans for expansion of the plant which will be made when needed.

NO EXPANSION is planned in the immediate future, Peterson

See SANITARY, Page 3A



HEAD DESERT CIRCUS—Milton Hicks (top photo) has been named chairman and George Strebe co-chairman of the 1953 Desert Circus.

Hicks, Strebe to Head 1953 Desert Circus

Milton Hicks has been named chairman and George Strebe co-chairman of the 1953 Desert Circus, to be presented April 16 through 19.

Planning of the Circus will start today, with this to be the main order of business at a meeting of the newly formed Desert Circus association composed of representatives of all civic organizations. The meeting will start at 4 p. m. at the Desert Inn Fiesta House.

ANNOUNCEMENT of the chairman was made by a committee named by President Adrian Rosen to select the men to run this season's Circus. Members were Lloyd Mason Smith, W. H. Smith, Gerald Weber, Stanley Rosin and Bill Foster.

Hicks is president of the Palm Springs Builders Supply company, and Strebe is owner of The Doll House. Both are well known in the community, a feature which was emphasized by the committee in "bringing the Circus back to the Village."

AT A MEETING of the board of directors Thursday afternoon at the Fiesta House, the committee told the group that it "is necessary to return the Desert Circus to the community event it was in years gone by, and to secure the community backing which has been lacking in the last few years."

Seven Guns, Field Glasses Stolen from Shelley's Store

Police are searching for a burglar who took seven guns and a pair of field glasses valued at between \$1000 and \$1500 from Shelley's Sportsman Center, 136 South Palm Canyon drive, between the hours of 6:15 p. m. Wednesday, and 1:15 a. m. Thursday.

The burglary was discovered at that time by Officer Robert

City to Delay Action on Golf Course Plans

To Meet With Representatives of Present Clubs

Reiteration of his request that full investigation be made and facts secured before and not after "the city is in too deep" was made by Benjamin F. Shearer, Home Owners League president, at the panel discussion sponsored by the Real Estate Board on the proposed new municipal golf course.

Other speakers at the luncheon meeting at El Mirador hotel, were Arthur C. Meyer, representing the Hotel and Apartment House association, proponents of the measure, and William Bell Jr., golf architect, who has conducted a preliminary study of the proposal.

MORE THAN 100 persons, realtors, apartment and hotel owners and managers, city officials and other interested persons attended the meeting designed to clarify and present all issues.

Following the meeting, City Manager Russell Rink said that no action will be taken by council until a meeting is held with representatives of the three golf courses now in operation, the Home Owners League, and two private citizens. This meeting will be held in the near future, possibly after the holiday season, he said.

MEYER EXPRESSED the hope that the question of a golf course would be submitted to the public for a decision. "The main issue today is purchasing the land within the city limits," he said, relating that Rink had stated that the land now available would be sold or else the price would increase greatly in a short time.

"We cannot put it off too long or else then we will have to say 'will we put it at the south entrance to the city or the north entrance?'"

MEYER WENT on to report that the entire membership of the Hotel and Apartment House association was in favor of the proposal. The proposal was doing fine, he continued, until the Home Owners League said that the "home owners do not want any more taxation."

"Neither do the Hotel and Apartment House owners," Meyer said. "But we need more recreation here. How can we call ourselves America's Foremost Desert Resort or the Winter Golf Kingdom when we haven't a public course, with a moderate fee where visitors can pull their own golf cart if they want to."

HE POINTED OUT that one of the first questions asked by a travel agency is "What are the golf facilities," and said that many hotels and apartments "usually don't answer." "Our Home Owners League stands for everything which makes Palm Springs a better place in which to live," Shearer told the group. "I and the Home Owners League are not against civic improvements, but are intensely interested in making Palm Springs a better place in which to live."

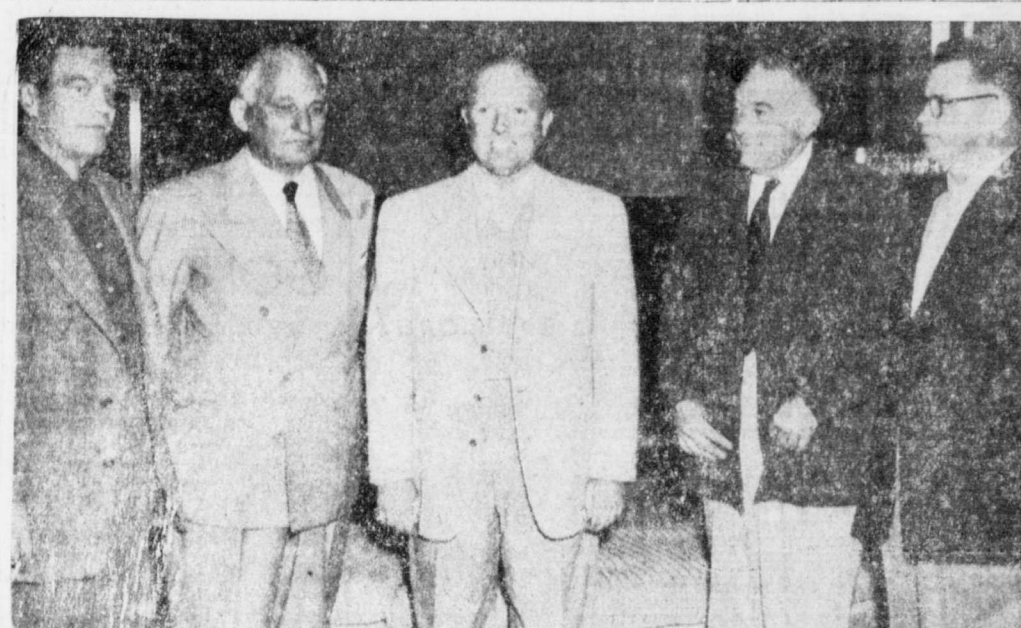
TO ILLUSTRATE this point, he listed the following projects which had the full support of himself and the Home Owners League: Planting and lighting of palm trees on Palm Canyon drive; the Polo Grounds with its baseball park, rodeo grounds, convention building, all with "beautiful" parking areas, the

See GOLF, Page 2a

AID SOCIETY ASKS FOR FURNITURE

Welfare and Friendly Aid association yesterday asked for donations of discarded articles of furniture, glassware and dishes in good condition to be used in the household department of the Little House of Friendly Service at the association headquarters.

Mrs. Norman Haber is chairman of the department and Mrs. Newton Hotchkiss and Mrs. William Elliott, assistants.



FOLLOWING GOLF PANEL DISCUSSION—Gathering together for an informal discussion following the panel on the proposed new municipal golf course presented at a luncheon meeting of the Real Estate Board at El Mirador, Thursday noon, were (l. to r.) Terry Ray, program chairman and moderator; Benjamin F. Shearer, Home Owners League president, opponent to the plan; William Bell, Jr., noted golf architect, who presented factual information from a study made here; Arthur C. Meyer, representing the Hotel and Apartment House Association, proponent of the measure, and George Gannon, president of the Real Estate Board. More than 100 interested persons attended meeting.

CV Planners Support City Rezoning Plea

Coachella Valley Advisory Planners committee, meeting at Cathedral City Wednesday night, adopted a resolution to send to the board of supervisors supporting the plan to restore zoning controls at the site of the proposed Guiberson cement mill, a few miles northwest of Palm Springs.

Action of county planning commission in recommending rezoning was lauded in the resolution.

L. C. Lewis, local member of the commission, also urged civic leaders in each community in the Coachella Valley to organize delegations to attend the hearing which the supervisors will hold at 2 p. m. December 29.

Approximately 1600 acres of land are involved. It now is in M-2 zone which allows any type of heavy industry. It is proposed to shift it to M-3 zone, or regulated industry. Establishment of industry there then would be subject to permit issued by the Supervisors.

Coachella Valley communities feel that prevailing winds would carry cement plant dust to all parts of the valley and especially to the highly developed resort area at Palm Springs.

Stick-Up Man Bar Patron Held Up and Robbed

Warren Brown, 641 El Placer, reported to police Wednesday evening that a man had taken \$20 from him at the point of a gun after following him into the restroom of a bar on north Indian avenue, where they had been patrons.

He described the suspect as five feet 11 inches tall, about 35 to 38 years of age, 160 pounds, and speaking with a Texas accent. He said that following the robbery the suspect and his wife left the bar.

Blood Bank to be Here Tomorrow

Robert Henwood, administrator of Desert Hospital, announced Friday that the San Bernardino-Riverside Two-County Blood Bank will be at the hospital Tuesday, December 23, from 4 to 6 p. m. to take donations of blood.

Dr. William Elliott is in charge of the program. "Give yourself a Christmas present of a pint of blood credited to you," said Dr. Elliott. "Make an appointment to be there tomorrow afternoon."

TRUSTEES OF TRIBUTE FUND OUTLINE PURPOSE

Tribute Fund of the Palm Springs Welfare and Friendly Aid Association is used to grant friendly aid to deserving persons temporarily in need of financial assistance, the board of trustees reported today in response to numerous requests concerning the origin and function of the fund.

Persons aided are those who are "down and out, but who have the courage to rehabilitate themselves with a little financial assistance," the board reported. "Several such persons have been helped during the past two years and on each occasion the fund has been repaid in full."

AN HONORARY BOARD of trustees consists of the following: Mrs. Alice Guthrie, Miss Cornelia White, Mrs. Frank Bennett, Herbert Sampson, Miss Katherine Finchy, Clarence Wolley, Mrs. Lawrence Crossley, Mr. and Mrs. Lauritz Hansen, Mrs. Esther Pearson, Fred Ingram, Mrs. Culver Nichols, George Robinson, Dr. and Mrs. P. A. Staley, Ernest Alschuler, Mrs. Zaddie Bunker and Mr. and Mrs. Austin McManus.

The PUBLISHER'S Corner by OLIVER B. JAYNES

RARELY DOES THERE EXIST in one man the combination of the successful businessman and that of the artist particularly when that business and that of the artist are so alien to each other.

It is the sound belief of many in the Village today and all of E. Roy Fitzgerald's associates that he has demonstrated those two traits as a rare combination of the man.

One has only to walk through the magnificent lobby of El Mirador hotel and its grounds and then, if he knows E. Roy Fitzgerald, president of the corporation operating the hotel, to stop short and start thinking. Fitzgerald's real business is the operation of the National City Lines, owner of 42 transit lines in that many cities throughout the nation, a hard-bitten business in which it takes the sagacious ability of a good businessman to succeed.

A great believer in organization and complete reliance on his department heads, Fitzgerald went about his organization to fit the key to the type of hotel he envisioned El Mirador would be.

The fact that such a man of business would invest so much in the reconstruction and re-designing of El Mirador and the complete confidence of his friends who also put hard cash into his idea of a hotel, is a great tribute to Fitzgerald and an even greater tribute to Palm Springs.

He left his busy office in Chicago to journey to Palm Springs repeatedly during the last 12 months to watch the progress and moulding of his dream.

Truly today El Mirador is a monument to E. Roy Fitzgerald.

LIKE A GREAT LUXURY LINER that has been converted to again carry world travelers after having served her country well in time of war, El Mirador hotel was launched last week in a festive ceremony. With nothing but the old hull left she is new from stem to stern, outfitted in luxurious accommodations and elaborate facilities. As she proudly set sail on a new voyage, hundreds were there to acclaim her beauty and wish her well. It was an occasion long to be remembered and one that has a new era of progress in this fast-growing desert resort area.

El Mirador now takes her place as one of the finest and most modern resort hotels in America—one that adds new charm and attraction to this wonderful vacationland. It is Palm Springs' good fortune that the property was finally acquired by its present owners who love this resort area, have the confidence in its future and the resources to provide such elaborate improvements and facilities. Time was when we feared the property would fall into hands that would operate it as a second or third class hotel. The Desert Sun joins with others throughout the entire desert area in complimenting these men on their remarkable achievement

(Please Turn to Page Two)

State Park Where Army Trained Sought by Varner

State officials are interested in establishing a State park at Shavers Summit on Highway 60, 30 miles east of Indio, County Supervisor Homer Varner told the Coachella Valley Planning committee at Cathedral City Wednesday.

Varner said the present proposal appears to be a specific plan to carry out the long discussed suggestion for a memorial to Gen. George Patton.

Troops for the invasion of Africa and Europe were trained on a vast expanse of desert between Indio and Parker, Arizona, and Patton had his headquarters near Shavers Summit.

THE PROPOSED PARK site lies between Highway 60 and an emergency landing field. It would fit in with Varner's program for development of a chain of roadside picnic spots in the desert.

Varner said the State has completed appraisals of lands in Box, Painted and Hidden Spring Canyons which it proposes to add to Salton Sea State Park.

THE SUPERVISOR SAID, however, that they all hinge on the Salton Sea park itself, and that plans for it have reached an impasse between the State and the Coachella Valley Water District.

Mrs. Lyman Given Home in Village

Mrs. Birdie J. Lyman, widow of the late Mike Lyman, noted cafe man, was left the restaurant's Palm Springs home as well as their Beverly Hills home in his will, it was disclosed Thursday.

Lyman's estate was valued at \$1,000,000 when it was submitted to Los Angeles probate court last week.

PUBLISHER'S CORNER

and telling them how much we appreciate what they have done. It took a lot of tools, as they say, to rebuild El Mirador. It took planning, skill and many months of hard work. Much praise is due all of the contractors, suppliers and workmen who had a part in the unbelievable transformation that has been brought about. Many of them were local contractors and suppliers who took great pride in this opportunity to demonstrate the quality of their products and workmanship. It is a lasting credit to all of them.

El Mirador awakens from many years of slumber—like Rip Van Winkle—to find that a miraculous growth has occurred all about while it slept. Faster automobiles on broad new highways, swift streamliners of gleaming metal and new masters of the sky bring visitors more quickly and more comfortably to the new El Mirador. The Village has more than twice as many people and ten times as many swimming pools. Beautiful new residential areas have stretched out into the desert and dotted it with green trees and colorful patios. Vast areas of shifting sands have been covered with a blanket of green and desert homes scattered among picturesque palms. There are the two new golf courses. Along the business streets are scores of new buildings that please the eye and house all sorts of new shops. Everywhere one turns there is evidence of growth and activity.

And another evidence of growth is this issue of The Desert Sun—the largest in size and circulation of any edition of any newspaper in the history of Palm Springs. We are proud of this issue, specially the two sections devoted exclusively to the El Mirador hotel. Seldom does one see a newspaper issue so profusely illustrated. We hope our readers enjoy it because we worked hard to bring it to them and do justice to beautiful El Mirador. It was all made possible through the hearty support of so many firms, clubs and individuals.

Here's to El Mirador!

From Page One—MORE ABOUT

GOLF COURSE PLANS

North End Park and DeMuth Park.

As to his attitude toward golf, Shearer said that he carries it to an extreme. He explained that he is a member of six golf clubs, two in Seattle, one in Los Angeles, and Thunderbird, Tamarisk and O'Donnell here.

OUTLINING THE HISTORY of the development of the three golf courses, he said "our immediate community has come from one beautiful 9-hole golf course (O'Donnell) to three wonderful golf courses—and Palm Springs is becoming the Winter golf capital of the U.S.A."

"We have the outstanding golf professionals of America located here in the Winter season," Jimmy Hines at Thunderbird, George Howard at O'Donnell, Ben Hogan at Tamarisk, Ed Vines at Cochran (Indio), Helen Dewiler at Thunderbird, Stan Curtis at Tamarisk—all who have been and are in the headlines of the newspapers throughout the country."

POINTING OUT that the golf courses here were conceived by private citizens and are financed and supported by home owners and Winter residents to Palm Springs, with more than 600 home owners and Winter residents members of these clubs, Shearer asked "Now—is it fair to say to these home owners—you have built these clubs and are supporting them—and now

we are going to tax you to build and support a municipal golf club?"

"The Home Owners League is gravely concerned about our taxes," Shearer said. "Taxes on homes have increased two and one-half times in the past few years. The taxes of home owners should greatly concern you realtors because high taxes retard sales."

"MANY OF OUR MEMBERS tell me that Palm Springs is becoming too expensive a place in which to own a Winter residence. Home owners are the backbone of Palm Springs. They support the fine shops, stores, cafes, clubs and businesses of Palm Springs."

He cited construction and operating costs of O'Donnell, Tamarisk and Thunderbird, and compared them with the anticipated cost of the proposed course. He estimated that the course, including equipment, parking area, buildings, and land would cost \$450,000, and with an operating deficit of "\$50,000 a year" for at least 10 years, the time required for the city to grow up to support it, it would be "a million dollars and not \$350,000."

SHEARER PROPOSED that if the Hotel and Apartment association feels another golf course is required in Palm Springs the members should set up a tax or dues of \$1 per room per week for each season of 26 weeks and this tax on the estimated three to four thousand rooms would produce \$78,000 a season.

"Their group, in a few years, would have the money to build their own course," he said, "and by keeping the \$1 per week taxes on their rooms, this \$78,000 per year would pay the operating loss."

Bell, using other courses as illustrations, said that estimated construction cost of the course not including the land, buildings and parking, is \$200,000, and that maintenance cost would be

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Phone: Indio 76-2072

—Adv.



(Desert Sun Photo)
AT DILWORTH-RICE LUNCHEON—Civic leaders and prominent citizens of Palm Springs honored State Senator Nelson Dilworth of Hemet (left) and Sheriff Joe Rice (right) at a luncheon meeting Friday at the Desert Inn. Phil Boyd (center) was master of ceremonies.

County Officials Honored at Desert Inn Luncheon

George Roberson and Earl Coffman, owners of the Desert Inn hosted a luncheon in the Sombroso Room of the hotel, attended by more than 25 civic leaders, honoring two prominent county officials.

Tribute for their services to the community was paid to newly-appointed Sheriff Joe Rice and Nelson Dilworth, state senator.

PRESENT at the luncheon were civic leaders representing most of the organizations in the Village as well as city officials and councilmen. Also present

was County Supervisor Homer Varner.

Varner who was the first speaker said that "without a doubt Riverside county today has the best sheriff in Joe Rice that the county has ever had. We in this county are fortunate to have such a man as Rice occupying the office of sheriff."

Phil Boyd, first mayor of Palm Springs and now a resident of Riverside and former state legislator was then introduced by Earl Coffman, and acted as master of ceremonies after the luncheon period.

HE INTRODUCED Sheriff Rice who spoke briefly and then launched into a long tribute regarding the services of Senator Dilworth. He pointed out that

William Parker Rites to be Said This Afternoon

Funeral services for William E. Parker, 48, Calle Santa Rosa, will be conducted at 3 p. m., today, Monday, at Wiefel's and Son Chapel. Interment will be in Palm Springs cemetery.

Parker died at 10 a. m., Friday, at Desert Hospital, after a lingering illness which was complicated by pneumonia.

A native of Jackson, Louisiana, before coming to California he was district traffic manager for the Chicago and Southern Airlines for the New Orleans district. He was appliance man for firms in San Francisco and Hollywood before coming to Palm Springs 18 months ago, where he was employed by Stack Chevrolet as sales manager.

Survivors are his widow, Joan; two sons, Bill Jr., of Louisiana, and Christopher Edward, three months of age; three brothers, Leigh Parker, Atlanta, Georgia; Bob Parker, New Orleans, Louisiana; Charles Parker, Greenwood, Mississippi, and two sisters, both residents of Mississippi.

\$60,000 under proper supervision.

USING THE PROPOSED site across from the high school as an example, he said that the "land is level, but could be made into an interesting course." He added that the soil was good.

In reply to questioning, he said that most municipal courses are now paying their operating costs.

The group present thanked the Real Estate Board for presenting the program and inviting guests, and President George Cannon announced that similar programs of community interest were to be presented each month.

Terry Ray was master of ceremonies and program chairman.

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Dilworth who has served Riverside county in the state legislature since 1937 "has and is doing an outstanding job and is one of the most respected members of the state law makers in Sacramento."

It was also learned that Dilworth lived in Coachella Valley in 1902 and knew Palm Springs at that time. Dilworth arose and recounted some of his experiences in the desert and his work at Sacramento.

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SANITARY

said, as the plans call for doubling of the capacity, and it would not be practical to expand and then operate at 50 per cent capacity.

The Palm Springs Sanitary District was formed and created by resolution adopted by county supervisors in July, 1935, with the purpose to serve the more congested and built-up portion of the township of Palm Springs with a sewerage system.

The report stated that "undoubtedly the city's experience of the early 30's when community sewage disposal became necessary for the crowded business district, will be repeated in other areas of the city as the population density increases and available space for individual sewage disposal is reduced."

"As these conditions occur the community sewerage system should be extended and treatment facilities provided to relieve them."

ORIGINAL SEWERS constructed in 1935 and 1936, aside from an extension north to the El Mirador hotel and intermediate areas, served only a portion of the original township of Palm Springs. They totalled approximately three miles, Peterson

said, while now, through financing by property owners, by partial assistance from the district and more recently by sewerage bonds, there are approximately seven miles of sewer line within the district, not including the six miles of outfall lines to the sewage disposal plant.

The district at its organization purchased 40 acres of land in the southwest corner of Section 17 and constructed a sewage disposal plant and a refuse dumping area there. Cost of the plant, land and original sewer lines was \$63,636, financed by a bond issue of \$35,000 and aid from the federal government amounting to \$28,636.

IN 1938, the city leased the refuse dumping area from the district and took over the responsibility for the collection of waste disposal material.

The sewage disposal plant proved satisfactory for a few years, until line extensions and population increase of the city caused more and more connections to the lines until the plant had more than reached its capacity.

"Providentially," Peterson reported, "the army having taken over the El Mirador hotel for a hospital as well as the airport, and having constructed an independent sewage disposal plant out in Section 19 to service these facilities, withdrew from the El Mirador property and returned the airport to the city, together with the sewage disposal plant."

In October of 1946 the district leased the plant from the city and abandoned the old plant.

SINCE TAKING OVER the operation of the modern army plant, the Sanitary District has made several important improvements to it, mostly due to conditions arising because of the residential development in the vicinity within the past few years.

Included in the improvements, Peterson said, are a chain link fence installed in January 1949 at a cost of \$1635, a grinder in August of the same year at a cost of \$5310, and a system of chlorination in the latter part of 1950 at a cost of \$13,100.

The buildings and machinery are being well maintained and the grounds are neat and orderly and so landscaped that the entire area should be a credit to the community, he added.

OPERATION of the sewage disposal plant and maintenance of the lines is paid for by taxes from the property owners within the district. Over the past 12 years the average tax rate per \$100 valuation has been less than 12 cents, and for the past two years 10 cents has been sufficient to maintain the operation of the district.

Members of the board at the present time are: Raymond Sorum, Harold Hicks, George Robertson, Clarence Hyde and Carl Lykken. Hicks was a member of the original board at its formation, along with Earl Coffman, Francis Crocker, Warren Pinney, and Thomas Lipps; Guy Pinney was secretary. Other members who have served since the board was organized are Austin McManus, Charles Burket and Florian Boyd.

Next immediate proposed project for the district will be extension of sewer lines into the Arenas and Baristo district if a majority of the property owners request that an assessment district be created in that area.

Judge Waite
To Be Presiding
Judge in 1953

Superior Judge O. K. Morton was Friday named as presiding judge of the appellate department of Riverside county court for the new year. He is at present presiding judge.

Judge Russell Waite will succeed him as presiding judge. With Judge John Gabbert, who presided in 1951, each of the three judges presides every third year.

THIS SIDE

est day of the year will be the day they've paid their Christmas bills. . . . Sometime in January—they hope. . . . Palm Springs Lions really went to town last Thursday. . . . Their regular Christmas luncheon meeting with wives was slated for noon. . . . Then there was that tri-club party that evening. . . . Be-

cause they were having lunch-
con and dinner out it was de-
cided to make it 100 per cent. . . .
So Joe Butler, Cliff Campbell
and a few others of the eque-
strian group, arranged a chuck-
wagon breakfast for that morn-
ing. . . . Total bill per person for
all three events: \$11.50. . . . With
wives, double.

CAN A MAN be honorary
mayor of two towns at once?
That's what Ted Kasech of
Turquoise Villa asked this week

He said that he had just
read where Bob Hope had been
named honorary mayor of Top-
luca Lake. . . . He's ours, too. . . .
Mayor Farrell should call a com-
mittee of un-Village activities to
investigate. . . . Harry Reeves
brings in a clipping from a Texas
newspaper. . . . Seems a deer
hunter there took a head on what
he thought was legitimate game. . . .
It was, however, a horse,
and astride of the horse was a
game warden. . . . Results of the
hunt. . . . \$150 fine and 45 days

in jail.
HAVE AN IDEA for those peo-
ple who are protesting against
the increase in truck traffic on
Palm Canyon drive. . . . It costs
money to stop and start those
highway behemoths. . . . Why
not stage some patriotic citizens
at every crosswalk and as a
truck comes along, let them start
to cross. . . . The truck will have
to stop. . . . After making a
dozen stops each trip, they'll get
tired of it. . . . At first thought

3a—The Desert Sun
and **PALM SPRINGS NEWS**
PALM SPRINGS, CALIFORNIA
Monday, December 22, 1952

Sprayed and Flocked
DESERT FLOWERS
Everlasting, Beautiful colors.
Make your own
arrangements.
from 98c
GROWERS
Plant and Flower Market
Located in The Desert Farmers
Market
444 N. PALM CANYON DRIVE

A year has one
advantage over the likes of
you and me. It knows,
when it starts out, just
how long it will be around.
Come the 31st of this
month, we'll all be saying
goodbye to the year 1952.
And you'll be glad to
know that you will meet at
Howard Manor on New
Years Eve some of the
most experienced, year-
goodbye-sayers in these
parts. A New Years Eve
party at the Manor Room
is a memorable event in
superb dining, cork-pop-
ping and revelry. But
more—it's the personifi-
cation of the spirit of Auld
Lang Syne. No supper
club in this wonderful
village ever worries about
having a full house on
New Years Eve. Like the
others, we'll be sold out
far in advance. But we
kind of associate New
Years with familiar faces.
If yours is one of them,
better make that reserva-
tion now.

BOB HOWARD, Host

the
Manor Room

at **HOWARD MANOR**
PALM SPRINGS 2227



**Always the
Ideal Gift...
Flowers**

VILLAGE FLOWER SHOP
"IN THE CENTER"

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While munching a taco a nice guy from Bagdad by the Bay
gave us this Christmas Card—we think it tops

Taco House.

in the Farmer's Market

'Tis the night before Christmas and all through the casa
Not a creature is stirring. Caramba! Que pasa?
The stockings are hanging con mucho cuidado
In hopes that Saint Nick will feel obligado
To leave a few cosas aqui and alli
For chico y chica (y something for me.)
Los ninos are snuggled all safe in their camas
(Some in vestidos and some in pajamas.)
Their little cabezas all full of good things
They're all esperando que Santa will bring
Santa esta at the corner saloon.
Muy borracho since mid-afternoon;
Mama is sitting beside la ventana
Shining her rolling pin para manana.
When Santa returns to his home zigzagando,
Lit up like the Star Spangled Banner, cantando,
And Mama will send him to bed con a night
Merry Christmas a todos, y a todos good night.

**WALTER W. PATTY
PAT BERMAN**



Finest of foods for your festive fare

Holiday Candies

Salin Mix	Roxbury candy	1-lb. bag	23c
Peanut Clusters	Roxbury	1-lb. bag	49c
Chocolate Drops	Roxbury	1-lb. bag	29c
Swedish Mints	Roxbury	1-lb. bag	25c
Marshmallows	Fluff-i-est	1-lb. bag	29c

Holiday Nuts

Diamond Walnuts	1-lb. bag	39c
Large Budded.		
Peanuts	LA Nut Fancy Jumbo Roasted	9-oz. bag 25c
Mixed Nuts	LA Nut brands	1-lb. bag 39c
Extra fancy . . . no peanuts.		
IXL Almonds	Blue Diamond	1-lb. bag 39c
Circus Mixed Nuts	7-oz. can	49c

Olives and Corn

Mammoth Olives	9-oz. can	24c
Ebony Ripe.		
Ripe Olives	Early Calif. or 9-oz. Lindsay, Med. can	21c
Large Olives	Early Calif. or 9-oz. Lindsay can	23c
Golden Corn	Del Monte 17-oz. Cream style can	19c
White Corn	Del Monte 17-oz. Cream style can	21c

Holiday Beverages

Sparkling Water	2 32-oz. bottles	25c
Ginger Ale	2 32-oz. bottles	25c
Monte Cristo Wines	fifth 69c	
Port, Sherry, Muscatel, Pale Sherry.		
(Monte Cristo Burgundy, fifth, 55c.)		
(Monte Cristo Sauterne, fifth, 58c.)		

Wine sold only in
licensed Safeways



**Curtsy
FRUIT CAKE**
2 1/2 Pound Ring
\$1.89
Traditional treat at its best!
Baked the Curtsy
"home ingredient" way
with choicest nuts and fruits.
14 oz. Sliced Bar
69c

Mrs. Wright's Bread large loaf 21c
White or wheat. (Std. loaf, 15c.)
Weber's Bread White or Wheat large std. loaf 24c
Brown 'N' Serve Rolls pkg. of 12 29c
Made by Di Carlo.
Animal Crackers Torchy 2-oz. brand pkg. 8c

FRESH EGGS

Cream O' the Crop	Large size, Grade AA. doz.	69c
Breakfast Gems	Large size, Grade A. doz.	65c
Oak Glen Brand	Large size, Grade A. doz.	64c

For strictly fresh eggs,
Shop Safeway.

Feast on the finest of

TURKEYS

At Safeway you can be sure of the finest Turkeys
. . . U. S. Government Grade A or equivalent . . . at
budget-pleasing prices. Every bird guaranteed to
roast golden-brown, tender eating, flavor-perfect.

HENS TOMS

ALL SIZES Ready for the oven.	55c	ALL SIZES Ready for the oven.	51c
PER LB.		PER LB.	

Other Meat Section Values

SKINNED HAM Whole Ham or Full Shank Half 55c
Short Shanks, 16 lbs. and under in size. Wilson Certified, Swift Premium, Armour Star, Hormel. (Butt half, lb., 59c.)

Swift's Bacon	Premium brand. (1/2-lb. pkg., 31c.)	1-lb. pkg.	59c
Rath's Bacon	Black Hawk brand	1-lb. pkg.	59c
Pork Sausage	Pure pork. Visking.	1-lb. roll	43c
Link Sausage	Pure pork. In bulk.	lb.	53c
Fresh Oysters	Western. Fancy.	12-oz. jar	47c

CHICKENS

Manor House brand. Eviscerated.
Grade A. Ready to cook.

FRYING SIZE Cut-up.	lb.	65c
ROASTING SIZE Whole.	lb.	67c
FRICASSEE HENS Cut-up.	lb.	55c

Ducklings, Geese, Beltsville
Turkeys also available.

SAFEGWAY FRESH PRODUCE

Add color and flavor to your holiday feast with
Safeway farm-fresh fruits and vegetables

CRANBERRIES LATE HOWE 1-lb. bag 27c
Ruby red, firm, flavorful fruit. In Cello bag.

NAVEL ORANGES LARGE SIZES lb. 6c
Sweet, juicy, seedless. Excellent to slice.

AVOCADOS FUERTE VARIETY LARGE SIZE each 15c
Rich in natural oil. Excellent for holiday salads.

FRESH CELERY UTAH TYPE lb. 5c
Crisp, green. For use as relish or in stuffing.

HEAD LETTUCE lb. 7c
Crisp, clean, solid heads. Just right for salads.

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Right to limit reserved. No sales to dealers. Sales tax added to retail prices on taxable items.

**STORES WILL CLOSE CHRIST-
MAS EVE, WED., DEC. 24, AT
6 P.M.; CLOSED ALL DAY
CHRISTMAS, THURS., DEC. 25**

SAVINGS IN HOLIDAY ITEMS

Check these special values for Christmas. . . note
the money you save by shopping at Safeway

PEACHES	DEL MONTE CHOICE	29-oz. can	23c
SHORTENING	ROYAL SATIN	3-lb. can	69c
CIGARETTES	POPULAR BRANDS	carton of 10 packs	1.59

Christmas wrapped for gifts.

(Sales tax included)

Best wishes from all of us at

SAFEGWAY

350 So. Palm Canyon Drive . . .

Air Conditioned

STORE Mon. thru Sat. 9 a.m. to 8 p.m.
HOURS: Sunday 9 a.m. to 6 p.m.


MERRY CHRISTMAS
Nelson's
For Men

Open
Evenings
and
Sundays

Till
Christmas

In the Center
Arcade

174 No. Palm Canyon
Drive

Two Honors for Charley Black at Orange Coast

Charley Black, star Indian griddier during his high school days, received two honors following the close of the All Eastern Conference season, being named the most valuable player for Orange Coast College squad, and being placed on the All Eastern conference grid squad.

Black led the college in about every department imaginable to earn his all-league recognition for the second straight year.

At his linebacker slot on the defensive team he led the team in tackles and set a Coast one game tackle record with 21 in a fray with Fullerton. On the offensive side of the record books he led the team in total yards with 232 rushing, 47 passing, 147 pass receiving for a total of 426 yards. He also was high in pass interceptions with 56 yards returned and fumbles recovered with four.

Real Estate APPRAISALS

Value, above all, is important.

J. B. CROMMELIN
Suite 3, 174 N. Palm Canyon
PHONE 5496

Junior Tourney Net Entries to Close Tomorrow

Tomorrow, December 23, is the deadline for entries in the fifth annual Christmas Junior Tennis Tournament to be held at the Tennis Club December 25 to 28, Tennis Pro Edward D. Meyerson announced.

The tourney for the first time is sanctioned by the United States Lawn Tennis Association.

Events will include all classes, junior singles and doubles (18 and under), both male and female; Boys' and Girls' singles (15 and under), and boys' and girls' singles (12 and under). Special attraction will be singles and doubles for men and women actively participating in college at the present time (25 and under).

Mrs. Mimi Sawtelle is chairman of the entertainment committee.

Banning Victor in Cage Tourney

Banning emerged the victor in a double round robin played here Thursday evening by winning all four quarters played against Palm Springs and Beaumont. Coachella was originally scheduled to play along with Palm Springs in an east-west tourney.

The Bronchos scored 65 points, to only 33 for their opponents. Palm Springs racked up 24 points, and Beaumont had 35.

By quarters the scores were: Banning 18, Palm Springs 5; Banning 10, Beaumont 9; Palm Springs 5, Beaumont 1; Banning 20, Palm Springs 7; Banning 17, Beaumont 12; Beaumont 13, Palm Springs 7.

Next action for Coach Clare Ballagh's team will be tonight, when the Indians travel to Riverside.

29 Palms Five Defeats Village Market, 47 to 37

Twenty-nine Palms defeated Village Market 47 to 37 in an exhibition game Thursday night in the winner's gym.

The game, along with a regular league game between Cravy's and Mhoon and Mhoon, was originally scheduled to be played at the local gym, but the scheduling of a game by the high school cagers.

Postponement of the game tomorrow night between Village Market and Royal Aces was also announced by City Recreation Director Howard Haddock due to the gym floor being refinished. Next regularly scheduled game following that is January 8 with Village Market meeting Mhoon and Mhoon.

MHOON AND MHOON will travel to Twenty-nine Palms for an exhibition game Tuesday night.

The game Thursday was close until the final minute of play, with the Palms quintet leading only 39 to 37 at that time. Four consecutive baskets turned the game into a rout.

Village Market had led 9 to 6 at the quarter, but fell behind 19 to 16 at halftime and 31 to 27 after three periods of action.

Bob Seipel was high scorer for the Villagers with 10 points and Ralph Dunn led his teammates to victory with 16 points.

Village Market	29 Palms
Roberts, f. 1 0 2 F.M.D. nald, f. 1 0 2	Martinez, f. 0 0 0 Storey, f. 1 0 2
Seipel, c. 4 2 10 Atines, f. 4 1 9	Lewis, c. 3 2 8 Dunn, f. 8 0 16
Henseng, c. 3 2 8 Ellis, c. 0 0 0	Bradens, c. 1 7 7 Clark, c. 2 1 5
Hines, g. 1 0 2 Martin, g. 2 1 5	— — — C.M.D. nald, g. 0 0 0
— — — 15 7 37 Vicks, g. 2 0 4	— — — Johnston, g. 2 0 4
Score by quarters: 9 7 11 10—37	22 3 47
Village Market	6 13 12 10—47

Place to Ride

Cyclists to Have Spot in Park

Bicycle and roller skating areas are provided at the North End park, Mrs. Ruth Hardy, park commissioner, reported today.

Police recently warned children not to ride their bicycles on sidewalks because of the danger to pedestrians, and said that bicycles of offenders would be impounded for at least one week and then released only to parents.

A 10-foot wide circular cement walk throughout the park has been designed for bicycle riding and roller skating, Mrs. Hardy said. In addition, there is blacktop area there suitable for these purposes.

County Chamber Association May be Abandoned

Reorganization of the Riverside County Association of Chambers of Commerce—and perhaps abandonment of the organization—was hinted Wednesday following a meeting of the group at Palm Desert.

Questioned following the luncheon session at the Shadow Mountain club, President Tom Clay said he believes that the by-laws will be revised. Then he confirmed that there is some talk of discontinuing the association.

CLAY SAID the purpose for which it was formed—revival of the Riverside County Chamber of Commerce—has been achieved.

Clay said he believes that the County Board of Trade is now doing the work which the association wanted the former Chamber of Commerce to do.

Clay said he hopes that monthly meetings will continue to be held in various parts of the county, either under the Board of Trade or the Associated Chambers.

HE CONFIRMED that there has been off-the-record discussions on whether the Board of Trade should take over sponsorship of the meetings.

He also said there's been talk of the Associated Chambers keeping on and holding meetings three or four times a year.

Plans for the organization's future will be discussed by its executive committee between now and the next meeting, Clay said. He urged directors from all member chambers of commerce to attend the next Associated Chambers meeting, scheduled for January 20.

Hillery Elected Vice-President by CV Planners

W. R. Hillery of Cathedral City was elected vice president of Coachella Valley Advisory Planning committee for 1953 at the organization's meeting at Cathedral City Wednesday night.

Clarence Washburn of Indio was re-elected president and Ed Atwater of Coachella was re-elected treasurer.

Harry Williams of Palm Springs, S. Theodore Smith of Rancho Mirage, George Earl of Thousand Palms, Herb Ecclestone of Desert Hot Springs and L. C. Lewis of Cathedral City were elected to the board of directors. Ecclestone and Lewis are past presidents of the CVAPC.

Mrs. Dwight A. Drumm of Indio was appointed secretary.

Building Fund at Museum Given Boost

The 1951 Buick Dynaflow, recently given by Mr. and Mrs. Winfield H. Line to be sold for the benefit of the building fund of the Desert Museum, was purchased last week by Mr. and Mrs. Fred Corts of Palm Springs, long-time Museum members. The amount received for the sale of the car goes directly into the special fund for a new Museum building, which is so greatly needed.


For An Unusual Gift
Patented
"BRELLA"
The Miniature Portable Patio Umbrella.
Attaches on any Lawn Furniture
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CHOCOLATES
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THE WORLD FAMOUS SAMPLER
1 lb. \$2.00 2 lbs. \$4.00
WE HAVE MANY OTHER WHITMAN'S ASSORTMENTS IDEAL FOR GIFTS

Village Pharmacy

"Your Only Rexall Store"
Merrill and Juanita Crockett, Owners
201 N. PALM CANYON DRIVE TEL. 4321

CITY'S RECREATION DEPT PROGRAM

BASKETBALL—All games postponed until January 8 because of resurfacing of gym floor.

SQUARE DANCING—Saturday night at the Polo Grounds Playhouse. After this week, will be moved to new location. Donations accepted.

TENNIS—North End Park courts open to the public seven days a week. Entrance to parking area off Tamarisk road.

For information on securing the Polo Grounds for special events, call Howard Haddock, city recreation director, at city offices, 2202.

Lee Deegan to be Chief D.A. Aide

Lee Deegan, now associated with a Banning law firm, will become chief assistant district attorney in January when Elwood Rich resigns to become municipal court judge.

The announcement was made by District Attorney Mackey Friday.

READ SUN CLASSIFIED ADS

Glee Club Sings for Lions Club

Alex Hammond brought his high school glee club to the Thursday meeting of Palm Springs Lions club at the Tennis club and members and their wives were highly entertained. It was the annual club Christmas luncheon.

Christmas songs, old and new, and other choir numbers as well as solo numbers were presented.

Next Thursday being Christmas and the following Thursday, New Year's day, the club will not meet again until January 8.

Link Lawrance with N. J. Slaying

Sheriff Joe Rice was investigating the possibility that John Chauncey Lawrance, convicted of the slaying of his niece, Kathryn Knodel and awaiting death at San Quentin, was involved in a brutal murder in Atlantic City last July.

The killings were similar, he said.

Finger prints of Lawrance have been forwarded to New Jersey.

No Shooting

Tribe Plans to Enforce Ruling

Strict enforcement of the law prohibiting shooting on Indian land will be carried out in the future, Lawrence Odle, Indian agent, warned today.

Agua Caliente Tribal Council has authorized patrolling of the entire area, following reports from tourists that there was gunfire near them.

Many visitors to this area and Villagers too, Odle said, believe that they can use the land for target practice with safety, but fail to realize that other people might be walking in the area just over a hill or in an area hidden by brush.

Shooting is prohibited by federal law and also by the city statutes as the land is within the city limits, he explained, and added that no more friendly warnings will be issued.

Rector to Speak at Rotary Meet

The Rev. William Blonden, pastor of St. Paul's in the Desert Episcopal church, will be the speaker at the Rotary club luncheon meeting Wednesday noon at the Tennis club.


FRESH GENUINE ENGLISH HOLLY WREATHS
Fully Berried
from \$3.00
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Located in The Desert Farmers Market
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VALUE CHECK IT...
TEST DRIVE IT!

...the "worth more" car for '53!

With 41 "Worth More" features, it's worth more when you buy it... worth more when you sell it!

You get your choice of league-leading "Go" in Ford's V-8 and Six power plants. Yet it's economical "Go" with Ford's Automatic Power Pilot watching every drop of gas. In Ford's Crestmark Body you get "living" room that's the finest and most comfortable in the low-price field. And Ford's new Miracle Ride will give you a new slant on how a car should ride.

Test Drive the '53 FORD

The new Standard of the American Road

BEN COWAN FORD

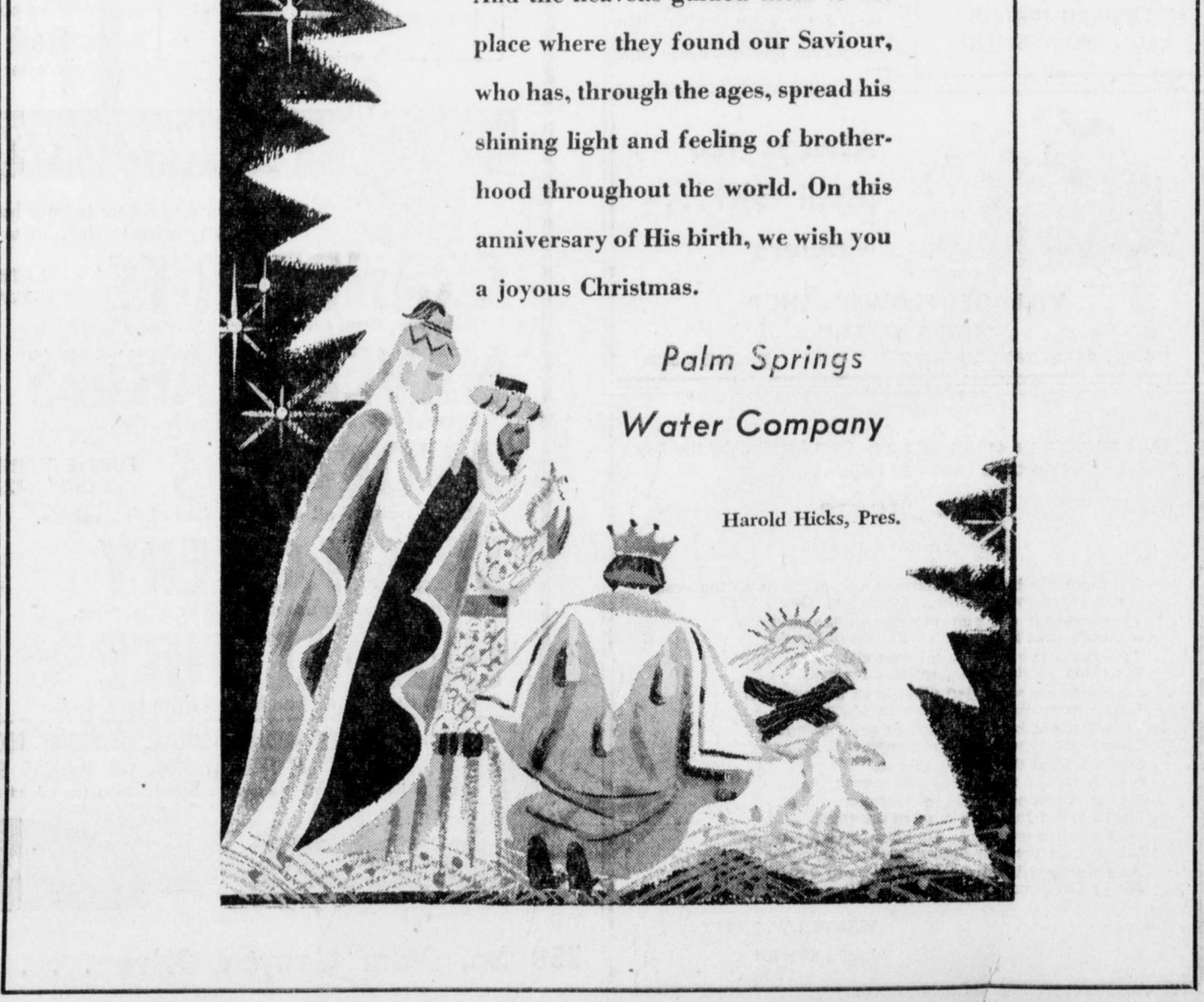
496 N. PALM CANYON DR. PHONE 2272

MERRY CHRISTMAS

And the heavens guided them to the place where they found our Saviour, who has, through the ages, spread his shining light and feeling of brotherhood throughout the world. On this anniversary of His birth, we wish you a joyous Christmas.

Palm Springs Water Company

Harold Hicks, Pres.



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REDLANDS



FOLLOWING ARREST HERE—Irene Albert, prominent California socialite, who has been charged with falsifying passport information when returning to this country from Germany in 1946, is pictured with Police Chief August G. Kettmann following her arrest at the Smoke Tree Ranch home of her mother, Mrs. Whittell Albert.

Wealthy Socialite Arrested Here on Wartime Charges

Villager Irene Albert's attorneys charged Friday that her arrest here the previous day on a charge of falsifying a passport statement is a "last gasp" Government effort to escape paying her \$10,000,000 to \$15,000,000.

The 37-year-old German born California socialite was taken into custody about 1 p. m., Thursday, at the home of her mother, Mrs. Florence Whittell Albert, at Smoke Tree Ranch, Police Chief August G. Kettmann and Officer Edward Greene made the arrest for federal authorities.

FEDERAL AUTHORITIES charge that she stated on her passport application that she had never been employed by any foreign government, when during World War II she made

Spanish language musical recordings which were interspersed with Nazi propaganda and broadcast to South America during the war.

Her attorneys, Henry G. Bodkin and Leonard S. Janofsky of Los Angeles, said that her arrest came only one week after they carried her suit against the government for recovery of a fortune in chemical stocks to the U. S. Circuit Court of Appeals. Conviction on a perjury charge would revoke her citizenship rights and make her unable to recover the fortune, they said.

THE PROPERTY had been seized and held by the U. S. Alien Property Custodian following World War II. At the original hearing, Federal Judge Leon Yankwich ruled on May 12 against her claim and the U. S. government still retains control of her property.

The attorneys say that Miss Albert insists she had no idea that the Spanish numbers she recorded would be heard on any broadcast "heavily tinged with propaganda," nor was she paid.

IN AN INTERVIEW with Miss Albert before she was taken to Los Angeles for arraignment, she termed the charges as "ridiculous, absolutely ridiculous." "I did not work for the German government during the war; there was no need to, my father supported me."

Her father was Kurt Albert, highly successful German industrialist in the field of chemicals, who died in 1945. Her mother is a native Californian, a member of a wealthy San Francisco family.

Miss Albert and her mother have been residents of Palm Springs since 1948, dividing their time between here and Burlingame.

THE ARREST CAME as a complete surprise to her, she reported, adding that her mother upon seeing the police car stop by the house, commented, "Maybe you've been speeding."

Miss Albert has been released on \$5000 bail, and is scheduled to appear before the U. S. Commissioner January 6 for final hearing.

Wm. Dunkerley Funeral Friday

Funeral rites were held Thursday in Pasadena for William Dunkerley, father of William Dunkerley Jr., manager of the Palm Springs Chamber of Commerce.

Mr. Dunkerley died December 16 at Huntington Memorial hospital following an operation. He was 70.

For 10 years, from 1920 to 1930, he was manager of the Pasadena Chamber of Commerce and directed the Tournament of Roses parade. In addition, he had held the top post in the Van Nuys Chamber and had been president of the California Association of Commercial Secretaries.

Surviving are his widow, Florence Joyce, of 1644 East Orange Grove, Pasadena, and his son William Jr.

Moisture

Season's Total
Tops Five Inches

Rainfall Tuesday night and Wednesday brought the season's total to 5.13 inches, official observers at Fire Station No. 2 reported.

Recorded from 5 p. m. Tuesday to 8 a. m. Wednesday was .18 of an inch, and from 8 a. m. to 5 p. m. Wednesday .94 of an inch, or a total for the storm of 1.12 inches.

Lutheran Services Christmas Morning

For the first time in several years, Lutheran Christmas services will be held in Palm Springs on Christmas Day starting at 8:30 a. m. in the Youth Center building on Belardo road. The Rev. W. H. Tensmeyer, pastor of Grace Lutheran church in Banning, will officiate, preaching a "sermon dealing with the Holy

Connie and Ruby to Join Choir for Midnight Service

Connie and Ruby of the Dances will join the regular choir of Our Lady of Solitude church at the concert preceding the midnight mass Christmas eve, December 24.

Highlights of the concert will be Ruby's rendition of Schubert's "Ave Maria," Connie singing "Hark the Herald Angels Sing" and "O Little Town of Bethlehem," and a solo, "O Holy Night," by Joe Wood, with the choir.

The Leonards mass in F will be sung by the choir, and Monsignor John Power will read the high mass.

Truths of history's central and greatest event, the birth of the Redeemer," he said.

Driver Hurt

Car and Truck
Figure in Crash

One driver suffered minor injuries and mechanical damage estimated at \$700 was caused in a car-truck accident at 10:10 a. m., Wednesday, on Palm Canyon drive at the intersection with Vereda Sur.

Injured was Ricardo Granado, 40, of Corona, driver of the ton and a half truck, who lost control of his vehicle and it crossed over into the oncoming lane of traffic and collided with the car driven by William Michael Allen, 39, of Alhambra, police officers reported.

Granado was issued three citations, for speeding, unsafe brakes, and driving a vehicle not in safe condition.

Mr. and Mrs. James Hadlock are the parents of a son, weighing four pounds 15 ounces, born December 13 at Desert Hospital.

Rear-View Mirror

Stolen from Auto

G. M. Campbell, 240 Crestview drive, reported to police Thursday the theft of a side rear-view mirror from his car while it was parked on Indian avenue, across from the post office while he was working there during the day.

GENUINE WOOD ROSES
Imported from Hawaii.
These make a beautiful gift.
Packaged and ready to mail
in gift boxes
from \$2.00
GROWERS
Plant and Flower Market
Located in The Desert Farmers
Market
444 N. PALM CANYON DRIVE

De Luxe Trailer Park Restaurant

OPEN TO THE PUBLIC

SERVING REAL HOME-COOKED FOOD

BREAKFASTS . . . LUNCHES . . . DINNERS

Under New Management—Russell & Tommy

ON 2ND ST., CATHEDRAL CITY

CLOSED MONDAYS

LIBBY'S Sliced

PINEAPPLE

BEST FOODS, Whole Egg

MAYONNAISE

20-oz.
Can

23¢

QT.
JAR

53¢

Detergent

SURF

Large
Package **23¢**

FOOD CLUB, First Quality

BUTTER

GRADE A
1-lb. Ctn. **73¢**

Table-Trimmed MEATS

All Popular Brands—Armour's Star, Oscar Mayer's, Wilson's Certified, Hormel's Dairy, Rath's Black Hawk

HAM

WHOLE or FULL
SHANK HALF **57¢**
12-18 LBS.

Top Quality, Gov't. Graded, Roaster-Ready

TURKEYS

HENS **57¢**
All Sizes 1lb

TOMS **53¢**
18 lbs. up 1lb

Armour's Star
JUNIOR TURKEYS

5 to 8
lbs. **63¢**

Fresh, Eviscerated, Grade A
STEWING HENS

Whole or
Cut Up **45¢**

Fresh, Eviscerated, Whole
ROASTING CHICKENS

4-lb.
Avg. **65¢**

Jones Dairy Farm

Link Sausage 1-lb. Pkg. **79¢**

Mayfresh, Pure, Mild

Pork Sausage Bulk **39¢**

Fresh, Northern

OYSTERS Lge. Size 12-oz. Jar **49¢**

Armour's Star

Sliced Bacon 1-lb. Pkg. **57¢**

Grade, Choice

Chuck Roast **49¢**

Lean, Tender, Fresh

Ground Beef **39¢**

DELICATESSEN

Armour, Hormel, Rath, Oscar Mayer

CANNED

HAMS Reg. 7.59 6 3/4-lbs. **\$6.69**

Kraft's Philadelphia

Cream Cheese 8-oz. Pkg. **37¢**

Fancy Open Eye

Swiss Cheese By the Piece **69¢**

Danish, Imported

Bleu Cheese **79¢**

FROZEN FOODS

Food Club, Top Quality

GARDEN

PEAS 2 Pkg. 10-oz. **29¢**

Libby's

Broccoli Spears Reg. 25¢

Food Club, Fancy

Cut Corn 10-oz. Pkgs. **17¢**

Hampshire

Strawberries 10 1/2-oz. **23¢**

Garden Fresh PRODUCE

ORANGES Large Navels **5 lbs. 29¢**

MIXED NUTS Fancy Loose **3 lbs. \$1.00**

CELERY (Fancy) **4c lb.**

AVACADOS (large) **17c each**

APPLES DELICIOUS Fancy and Extra Fancy **2 lbs. for 29¢**

MUSHROOMS (package) **23¢**

DATES (1 lb. box) **15¢**

Store Closes

7 P.M.

XMAS EVE

Closed All Day

Dec. 25

STORE HOURS:

9 A. M. TO 8 P. M.

WEEKDAYS

9 A. M. TO 6 P. M.

SUNDAYS

MAYFAIR

SHOP AT

and

POCKET THE

SAVINGS!

KRAFT'S

SALAD OIL

Pint

Bottle **29¢**

BETTY CROCKER

BISQUICK

Large

Package **41¢**

N.B.C. CRACKERS

RITZ

1-lb.

Package **29¢**

HEINZ

KETCHUP

14-ounce

Bottle **24¢**

FOOD CLUB

PUMPKIN

29-oz.

Cans **25¢**

DUDE RANCH

MINCE MEAT

24-ounce

Jar **33¢**

LOMA LINDA

WHEAT GERM

16-ounce

Package **31¢**

HUNT'S Solid Pack

TOMATOES

29-ounce

Can **21¢**

PRIDE O'WEST Whole Bean

COFFEE

1-lb.

Pkg. **67¢**

2-lb.

Pkg. **\$1.33**

LIQUORS

Old Barrel Tap, Kentucky

Straight Bourbon 1/5 **\$3.29**

Ron Don Juan, Imported

GOLD RUM 4 yrs. old, 5th **\$2.69**

Holloway's Tom & Jerry Mix

Rum & Brandy 84 Pl., 1/5 **\$3.98**

Louis Gasson, French Imp.

CHAMPAGNE '45 5th **\$2.98**

Old English, Tom & Jerry

Egg Nog Batter 16-oz. Jar **69¢**

Live Oak, Bottled in Bond

KY. BOURBON 100 Prof. 5th **\$3.79**

S.L. Imported, Red or White

French Wines 5th Gal. **99¢**

SPRECKELS

SUGAR

Brown or Powdered

2 1-lb. Pkgs. **19¢**

DELUXE GREEN CUT

BEANS

303

Can **15¢**

GOLD MEDAL

FLOUR

5-lb. Bag **42¢**

10-lb. Bag **79¢**

JELLO

Six Delicious Flavors

GELATINE Reg. **5¢**

DESSERTS Pkg.

Food Club, Top Quality

FRUIT COCKTAIL

29-oz. Can **29¢**

Stokely or Food Club, Strained

CRANBERRY SAUCE

2 Tall Cans **35¢**

Wonderfood, Fluffy White

MARSHMALLOWS

3 12-oz. Pkgs. **28¢**

Food Club, Rich, Tangy

TOMATO JUICE

3 No. 2 Cans **25¢**

46-oz. Can **19¢**

Hunt's, Spicy, Zestful

TOMATO CATSUP

2 14-oz. Btls. **25¢**

Glorietta—for tasty salads

TOMATO ASPIC

13-oz. Can **19¢**

Vita Ray

SWEET POTATOES

No. 2 1/2 Can **25¢**

Libby's Home Style

SWEET PICKLES

13 1/2-oz. Jar **22¢**

WYLER'S SOUP MIXES

CHICKEN RICE or CHICKEN NOODLE

3 -Pack Pkg. **32¢**

REAL GOLD LEMON JUICE 4-oz. Can **8c**

PARMESAN SNACKS Weston's 8-oz. Pkg. **32c**

VERMONT MAID SYRUP 12-oz. Btl. **27c**

B in B MUSHROOMS Chopped 3-oz. Can **26c**

Advertised Prices Good Mon., Dec. 22, Thru Sat., Dec. 27

mayfair

444 N. Palm Canyon Dr. Palm Springs

Advance Sale of Playhouse Cards Shows Increase

Advance sale of Palm Springs Playhouse membership cards has shown a large increase over last season, with more than half of the quota of 1000 already reached. Producer Herb Rogers reported.

In the one week the cards have been on sale, all members of the Citizens Playhouse committee have been working, with the top salesmen being Mr. and Mrs. Claude Gottbehuert with 75. Tim O'Connor, juvenile star who was with Rogers in his Chicago theater this summer, arrived here this week and will be featured in Playhouse performances. The remainder of the company will arrive after the Christmas and New Year's holidays.

Announcement of the first play, opening January 13, will be made this week, Rogers said.

5a—The Desert Sun
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, December 22, 1952

REAL ESTATE

COMPETENT REALTORS ARE AVAILABLE to
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Ransom Realty Corporation

• Foremost Desert Realtors and Developers for over 20 Years.

• All Types of Real Estate in the Desert Area For Sale, Rent or Lease.

884 NO. PALM CANYON DRIVE

PHONE 2793 NIGHT OR DAY



AND
BEST WISHES

At this time we wish to thank the people of Palm Springs who have recommended our accommodations.

We do sincerely appreciate your kindness and will do our utmost to warrant your good will and patronage.

Elsa and Lee

The NOOKS HOTEL

**BEST WISHES
FOR A**

MERRY

CHRISTMAS

**TO ALL OUR
FRIENDS**



Costume and Precious Jewels
... by ...
ALCHIAN
174 North Palm Canyon Drive



Memo to St. Nick:
Make this the best Christmas
yet for all of our
friends and neighbors!
**JEAN and BOB
CASUAL-AIRE**



**THE SODERGRENS
BISONTE LODGE**
260 Vista Chino



**BENNETT'S INDIAN
SHOP**
New location but still
in Oasis Hotel.
133 So. Palm Canyon Drive



We sing our wishes for a
very happy holiday season
and send our thanks
for your past patronage.
TWEEDS & WEEDS
1073 No. Palm Canyon Drive



To all our friends and patrons
go our heartfelt wishes for a Christmas
that will bring happiness to all mankind.
B E E B E ' S
152 No. Palm Canyon Drive



May we wish each and
every one an old-fashioned
Christmas filled with
boundless joy.
HOWARD MANOR
572 No. Indian Ave.



We're all in a whirl
of holiday sentiments as we
wish you and your family
a very happy Christmas.
Mr. and Mrs. George Brown
LA SERENA
344 So. Cahuilla Rd.



As the three Wise Men once
fulfilled their fond hopes, so
may all your dreams be
answered on this Christmas.
**RUTH HARDY
INGLESIDE INN**
200 West Ramon Road



NOEL

May the joys of Christmas be yours today
and every day of the coming year.
JANE D. BROWN
PALM SPRINGS EMPLOYMENT AGENCY
156 North Indian Avenue



The phrase may be old as
can be ... but our Merry
Christmas for you is expressed
with most sincerity.
Mimi and Ed Zirinsky
SUNNY SANDS
1565 No. Palm Canyon Drive



Angel voices herald the
coming of another Christmas.
May yours be full of
joy and happiness!
Mr. and Mrs. Harry Mutascio
CARMELITA HOTEL
515 No. Palm Canyon Drive



GREETINGS

**PETITE
TOGS
and
TOYS**

(formerly Terry's Toyland)
262 No. Palm Canyon Drive



We raise our voices in song,
to wish you and yours
the very happiest Christmas
season of all.
**DESERT GARDEN
DATE SHOP**
196 No. Palm Canyon Drive



We take our cue from
young hearts,
to wish you the merriest
of Christmases.
**Y. D. Markson's
DEEP WELL INN**



Our best wishes
are on board Santa's sleigh
as he spreads good
cheer throughout the land.
Our best to everyone!
MRS. MINER
AMBASSADOR HOTEL
600 North Indian Ave.



Once more we pause to
wish our friends and patrons
the most joyous of Christ-
mases... May your holiday
be bright with cheer!
SCOTT'S DESERT WEAR
Cathedral City
and
Smoke Tree Ranch



May the brightest star shine
over your home this
Christmas with light and
warmth.
**DI GRANDI
UPHOLSTERY SHOP**
693 So. Palm Canyon Drive



Noel, Noel ... may our
greetings to you and your
loved ones mean the
brightest Christmas of all.

MALOOF'S
186 So. Palm Canyon Drive



Even Fido has not been
forgotten in our holiday
greeting.
Merry Christmas
to everyone!
NANCY KINER ORIGINALS
194 So. Palm Canyon Drive

How wonderful if we
could keep Christmas
Cheer alive the year long.
Happy Holiday.



ARNOLD'S LINEN SHOP
192 No. Palm Canyon Drive



Our wish is that this
Christmas will once
again bring joy and
peace on earth to all.
**TONI KING
OASIS HOTEL**
Phone 2276



Your Christmas
should be sweet as sugar
candy, bright as a
candlelight, happy as a
child.
**THE PARKINSONS at
Thompson's Desert Inn**
CANDIES

**CHRISTMAS
CHEER**



Bill Francisco and Ed Mullins
PROFESSIONAL PHARMACY
1081 North Palm Canyon Drive

Starry is the night of
Christmas. May every
star bring your holiday
wishes to you.



DEL TAHQUITZ HOTEL
316 So. Palm Canyon Drive



Greetings of the season to one and all.
Enjoy always the spirit and warmth of
Christmas.
171 No. Indian Avenue and
Farmers Market



Hurry Santa ... it's time
for spreading cheer ...
and time to wish all our
friends a Merry
Christmas!
PERRY F. SAUNDERS
Roof and Sheet Metal
500 Oleander Road

The Desert Sun

and PALM SPRINGS NEWS

Page One-B

Palm Springs, California, Monday, December 22, 1952

Second Section



With Hildy Crawford



Santa Claus is coming to town... and whether he brings a four carat diamond... a fitted stole of mutant mink... a pair of season tickets to the Playhouse... or something you passionately don't want... the Old Gentleman "with the long, white beard"... will be looking you up come Thursday... I have seen some tricky arrangements with Christmas trees... but, in this land of swimming pools... I have been wondering if anyone has tried a floating tree... the reflection of the colors and lights should be extremely effective...

One of the most pleasant experiences of the pre-Christmas season was the all-Gershwin dinner concert... at the Palm Springs Biltmore Thursday evening... The beautiful Garden Room... with its pink bowl of light overhead reflected in the pink tablecloths... its black and white decor stimulated by the charmingly designed wrought iron chairs with their white cushions... and its romantic candlelight... is the perfect setting for Ted Mossman and his delightful music... A very successful composer... he wrote "Until the End of Time," and "Full Moon and Empty Arms"... his playing is very enjoyable... and Sam Levin brought his own Steinway down from San Francisco for Mossman to play... There will be more dinner concerts... a Rogers and Hammerstein night... Viennese Waltz night... perhaps Chopin and Debussy... Don't miss this... I liked it so well they practically had to send me home...

Mossman, who knew Gershwin, was telling the story about the time Gershwin and Oscar Levant were making a train trip and were assigned one upper and one lower berth... Gershwin settled the question of who took which... Climbing into the lower berth he said "The upper berth is for talent... the lower berth is for genius..."

Collegiate Holiday

With the influx of the young college crowd... home for the holidays... plans are afoot for their entertainment... The Round Up Room at Deep Well will be the setting for a dance... which is being arranged by Santos for the evening of December 28... The dance is for the collegians and the young married group... and music will be by the Archie Long orchestra... Of course, Santos will prepare one of his amazing collations... good to eat, and good to look at... for the supper hour... Some other dates for the younger set include... the Junior Tennis Tournament, December 26-28, at the Tennis Club... and the dance on the 26th which is for tournament players, club members and guests... A Junior dance... for the 15 to 20 age group... will be held December 30 at Shadow Mountain Club...

What I like about piano-playing, singing Durwood at the Chi Chi... is his showmanship and unflagging interest... which seems to be the same, whether the audience is large or small...

I haven't been out to check... but it wouldn't surprise me if the Christmas tree in the Sidney O. Noles Jr. home is ornamented with dimes this year... It would be different... and Mrs. Noles, who is heading the March of Dimes drive, is thinking, eating and dreaming March of Dimes...

Mr. and Mrs. Edward A. Wallace Jr., of 231 Lugo Road, will miss the snow scenes of Grand Rapids but are planning an old-

fashioned Christmas here... Their friends the G. J. Sanborns and son John will join them for Christmas morning breakfast and afterwards the two families will share the fun of a Christmas tree... A cousin of Mrs. Wallace, Mrs. Roy Dennis, of Grand Rapids who has been her houseguest is off to spend Christmas in Cuba... She left on Friday...

Equestrienne Dream

Mr. and Mrs. Turner Elmer Weatherholt of Los Angeles and San Fernando, have opened their home at 350 Via Lola for the season and are expecting houseguests, the Chapin Reids of Chicago, to spend Christmas with them... The first of the year, around January 5, Mr. and Mrs. Dennis Hill Jr. of Alabama (he is the son of the Alabama Senator) will arrive for a stay with the Weatherholts... Mrs. Weatherholt, who is a saddle horse enthusiast (she owed King Midas), told me that they are planning to build on their 10-acre estate which adjoins Tamarisk Country Club, so she can have her pet dreams down here... One of her pet dreams is a bridge path around the golf clubs... and it sounds like something that might materialize...

While family parties and informal gatherings around pack-age-laden Christmas trees will be prevalent... quite a number of parties are planned for Christmas... Very attractive silver and red greeting card invitations have been sent out by the Glenn Austins for an open house on Christmas evening...

There will be a family dinner at the Ben F. Shearer home on Patencio road when their children and grandchildren come home for Christmas... In the family group will be their son and his wife, Mr. and Mrs. B. F. Shearer Jr., down from Seattle... their daughter Mrs. B. A. Larsen and her husband and three children from Whittier... and Dr. and Mrs. Everett Hunt and small daughter from Eureka... The Shearers have a very lovely white tree decked with gold and silver balls, tied with pale green metallic ribbon, which are arranged in groups of three...

Hernando Courtright (president of the Beverly Hills Hotel) and his beautiful wife Rosalind



GLAMOUR GALS—Engaged in what appears to be an engrossing conversation are Singer Rosemary Clooney and Actress Ann Rutherford. The picture was made at the Racquet Club.

(the singer) were taking their first look at El Mirador the other day and lunching there with Mrs. Grace Pope...

Pool Yacht

The very photogenic screen star Rhonda Fleming and her young son were splashing around the Racquet Club pool in the rowboat "Mousey"... and John Payne was swimming... so some motion picture magazine staff men were hustling around to get pix... The conversation got around to the how and why for a rowboat in a swimming pool... and Publicist Marj Pohl gave them the answer... It seems Mousey Powell, as a gag, kept wishing for a yacht... and Howard Hughes sent her the rowboat with her name on it... So it is Mousey Powell's "yacht" that is harbored in the Racquet Club pool...

Lili Damita, the ex-Mrs. Errol Flynn, and her small son Sean who is as handsome as his famous father, will spend Christmas in the Village... They will open their gifts Christmas morning around the tree at the Riverside drive home of Mrs. Grace Pope... Mrs. Pope received a

postcard this week from Bill and Genevieve (Tobin) Keoghley, who are still at the Ritz in Paris... They wrote that they plan to go over to England for the Coronation... It has given Mrs. Pope ideas... she says she may join them...

Bob Hornstein, who spent the Summer at his villa on Capri, received a royal welcome when he walked into the Racquet Club the other evening... Greeting him with enthusiasm were Virginia Farrell, Dorothy Gray, Rose Mints and the Lester Seligs, who happened to be in the Club lounge at the time... Bob had lots to tell them as he had been on a North African trek while he was abroad...

I wanted to use the "Old Lady Who Lived in a Shoe" theme in writing about the Doll House overflowing with orphans from St. Boniface School for their annual Christmas party... but, it didn't work out because Ethel and George Strebe knew exactly what to do with them... They fed them and showed them a marvellous time... and Ethel is much too young and pretty to qualify for the title role... Anyway it was a fine demonstra-

VFW District President Feted Here

Second District President Helen Hobbs was presented with gifts when she paid her official visit to Frontier Post VFW Auxiliary Wednesday night at the home of Mrs. J. F. Bryant. She received a corsage, a purse, and a poinsettia plant with 10 one dollar bills arranged in fan shape.

In her talk Mrs. Hobbs told of the work the Auxiliary is doing for the patients at Patton. Once a month representatives from the various auxiliaries in the district visit Patton with gifts, cakes and cookies for the patients. Mrs. Beatrice Martinson will represent the Palm Springs auxiliary on the next visiting day. During the meeting, which was presided over by Mrs. Marion Benzring, it was voted to give three baskets to needy families at Christmastime. The hostess served fruit cake and a delicious refrigerator cake, and cookies with coffee, nuts, mints and dates. The tea table was decorated with miniature Christmas trees and jolly Santas. Prior to the meeting Mrs. Hobbs and her aides were entertained at a dinner at the Palm House.

The next meeting of the Auxiliary will be held on January 7.

Wedding Supper at Biltmore Hotel

The Garden Room at the Biltmore was the scene of a gay wedding supper when honeymooners, Mr. and Mrs. Murray Lehr of San Francisco celebrated their wedding. The young couple flew south and were met at the airport by Judge Eugene Theriault who performed the wedding in one of the Biltmore bungalows.

Other recent honeymooners at the Biltmore were Mr. and Mrs. Charles Navarro (he is the popular young Los Angeles councilman).

tion of Christmas spirit and gave 72 kids an unforgettable party.



WHERE BUT IN PALM SPRINGS?—Delight of the small fry and junior set is the rowboat that floats on the pool at the Racquet Club. Having fun at the pool are, from left, William DeGroot, Gene Biedebach, Mrs. De Groot, Mrs. Biedebach and Jeffrey Huber.

This Santa Claus Well Educated

Mr. and Mrs. S. P. Manasse will be hosts to the guests of the Warm Sands Villa-Hotel on Christmas Eve at what is becoming a traditional party.

As he has for a number of years Dr. Frederick Woellner, UCLA professor, will don a Santa costume and distribute the gifts. The tree will be set up under the cabana by the pool, and the Christmas party will follow an elaborate buffet which will feature hams and turkeys. Arriving from Phoenix in time for the Christmas party will be Dr. and Mrs. Martin Baker, of church, who usually spend the San Marino Community Christmas here.

Village Youth Home for the Holidays

Home from Stanford to spend the holidays with his parents Mr. and Mrs. Culver Nichols of Paso El Mirador, Nicky Nichols has as his houseguest John Hookey of Wyandotte, Michigan. John is the son of Dr. John Hookey, who was stationed at Torrey General Hospital during the war.

At Thousand Palms

The Ivan Barstows of Thousand Palms have had as their houseguests, Mr. and Mrs. C. P. Griffith of Denver. The Griffiths plan to spend several months in the desert area.

Stachlers Host Staff at Party

Employees of Stack Chevrolet were guests of Mr. and Mrs. Duane Stachler at a dinner dance at Shadow Mountain Club Saturday night. There were about 30 at the dinner. The guests assembled first at the Stachler home on Cardillo avenue for a Christmas tree party and cocktails. The hostess used smoke tree branches in her decorating and a greasewood tree in the patio was lighted and decorated.

Dancing Nightly at Racquet Club

Starting Christmas Day there will be dinner dancing at the Racquet club every night except Monday, for the balance of the season. Saturday evening features the club's popular buffet. Ted Noell and his orchestra play for the dancing and have already won a large following among the dancing set.

Son and Family Visit Lippmans

Mr. and Mrs. Conrad F. Bryant and daughter Cheryl of Arcadia, were weekend visitors of his parents, the William A. Lippmans at their home on Buena Vista. The Lippmans will go in to Arcadia for Christmas.

Random House Full for Holiday

Margaret Ettinger, Los Angeles publicist, and her son Gordon Maynard will spend Christmas in the Village at Random House and several affairs are being planned in her honor.

Also coming to the Random House for the holidays will be Mr. and Mrs. B. P. O'Connor of San Francisco (he is with the Funsten Co.); Mr. and Mrs. Lee Bering and daughter, formerly associated with the Laguna Beach Tennis Club.

Mr. and Mrs. Bryan Storer of San Francisco have already arrived. Mr. Storer is vice president of the Fox West Coast Theaters.

Work of Bethell Exhibited at Club

Several paintings by the late Worden Bethell, one of the desert's most famed painters, are currently on display in the lounge at the Racquet club. His work is especially noted for the wonderful color effects as well as the details.

Montgomerys Here After U. S. Tour

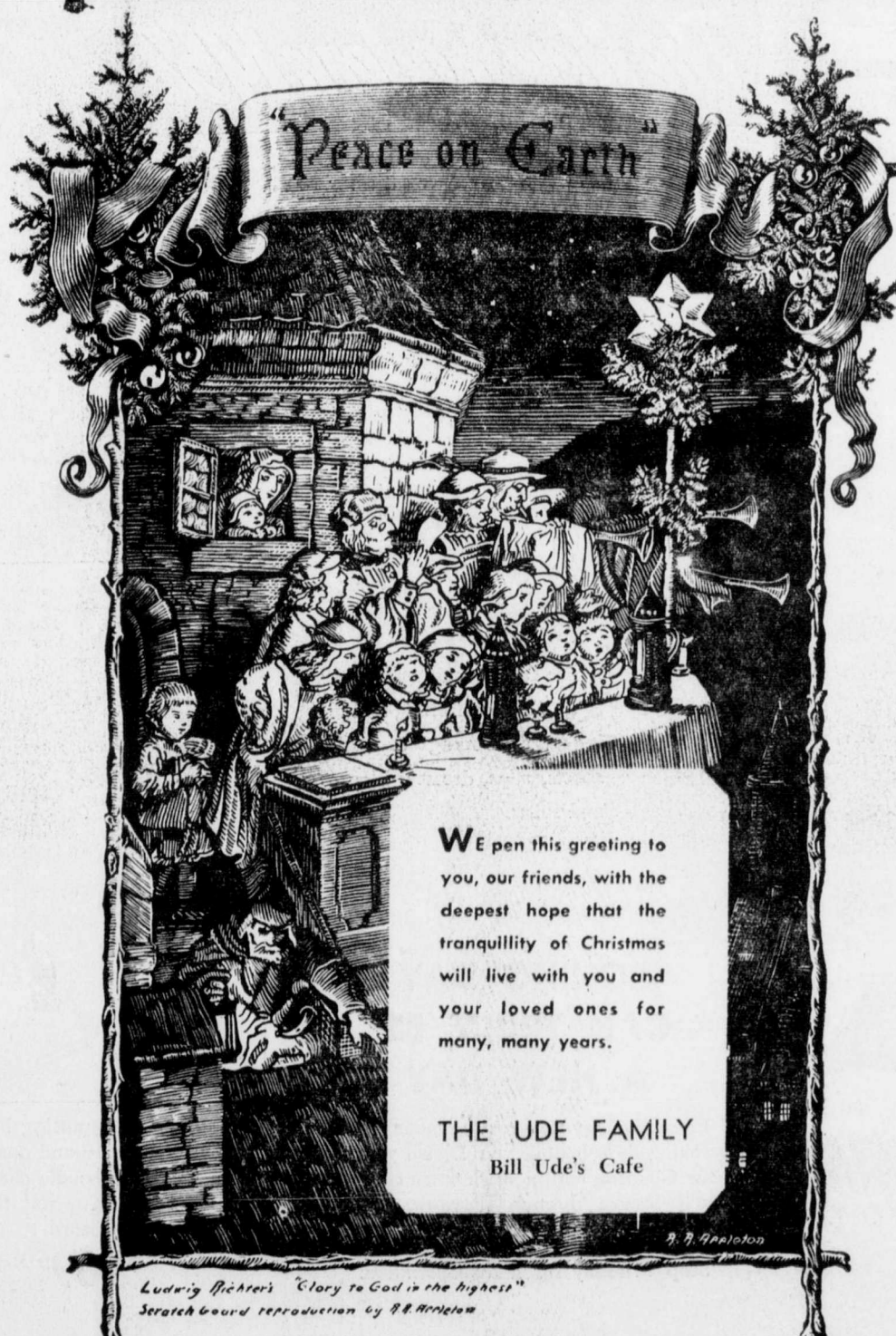
The George Montgomerys (she is Dinah Shore) are just back from an extended transcontinental tour and spent the weekend at the Racquet club, before going into town for Christmas.



YOLAND D. MARKSON'S

Deep Well Inn

New European Plan
25 acres of the desert at its best
Offering
DeLuxe Accommodations
Every Recreational Facility
Moderate Rates
From \$7 per person per day
4 minutes from the heart of the Village
SANTOS
Welcomes You to the Dining Room.
John J. Ravese, Mgr.



WE pen this greeting to you, our friends, with the deepest hope that the tranquillity of Christmas will live with you and your loved ones for many, many years.

THE UDE FAMILY
Bill Ude's Cafe

You'll Look Like a Million in



Rags from Bessa Bender

The newest smart addition to Palm Springs Fine Dress Shops

Carefully thought out complete around the clock costume co-ordination... each carries that just for you air that means the difference between another ensemble and true individuality.

Do come in and brouse around.

IN THE OASIS HOTEL

111 SO. PALM CANYON DRIVE



Service Club Dinner Dance Big Success

Palm Springs Tennis club was jumping Thursday night. Several hundred members of the Lions, Rotary and Kiwanis clubs gathered there for the first annual tri-service club dinner dance—and thoroughly enjoyed the party.

Paul Summers, past president of the Lions club was master of ceremonies. Presidents of the three clubs—Earl Hough, Lions; Jacques Crommelin, Rotary; and Ray Lusby, Kiwanis, were introduced along with John Connors, first Kiwanis prexy. Bob Morris, who arranged the fine entertainment and others who played a part in the big success of the event.

Entertainment was by Connie Barbeau of the Dunes, the Metrotones of the Saddle and Siroin and Leo Rojo's Rhythm Boys of the Doll House.

After the floor show and dinner, the guests danced to the music of Bob Walters orchestra.

McCauleys Plan Christmas with Son

Dr. and Mrs. C. M. McCauley will spend Christmas in Los Angeles with their son Dr. Dallas E. McCauley and family. Their grandchildren will be home for Christmas. Miss Terrill Lynne from Stanford and Donald from Cal-Poly at San Luis Obispo. Terrill will bring home with her a fellow student from South America.

Mrs. L. Plausse, who lives with the McCauleys, will have as her Christmas guests Mr. and Mrs. James E. Birch and Mr. Dem Rust, of Los Angeles.

Mrs. Treat to Host Family on Christmas

Mrs. Bertine Treat will spend Christmas and New Year's in the Village at her San Lorenzo road home.

Her daughter, Bertine Harris, and children, Richard and Pamela, will be on hand, as will Mrs. Treat's son and daughter-in-law, Warwick and Alicia Hayes Jr. of Cleveland with their two children, Warwick III and Allyson; and another son-in-law and daughter, James and Cornelia Chambers and two youngsters, Sandra and Sharon Ann of Laguna Beach.

Mr. and Mrs. Walters Visitors in Village

Mr. and Mrs. Earl C. Walters and daughter Nancy of Seattle spent the week at Chuckwalla Manor. Mr. Walters is vice president of Continental Inc., of Seattle.

Lt.-Commander and Mrs. S. A. Meyer of Coronado also spent a few days at the Manor, and the F. E. Youngs and son Francis of San Diego, frequent visitors are there for over Christmas.

Family Party at Howard Morris Home

Mr. and Mrs. Howard Morris will have her brother and his wife, the Clare Kellys, as Christmas dinner guests at the Morris home. Mrs. Morris selected a pastel turquoise tree to match her living room decor, and trimmed it in silver and white this year.

Visits Parents

Mr. and Mrs. Elmo Purnel spent the weekend in Porterville with his parents, Mr. and Mrs. John Purnel.



(Anderson photo)
FRESH FOOTBALL—Members of the USC Freshman Football team were guests of Manager Sam Taylor at the Tennis Club. Taylor is a director of the Trojan Club. Enjoying his hospitality were, left to right, John Power, Jack Moore Rod Harvey, Jim Decker, Ron Miller (first string varsity end) and Fred Edwards.

Dr., Mrs. Fareed Village Guests

Dr. and Mrs. Omar Fareed of Los Angeles, were in the Village relaxing from the pre-Yuletide activities in Los Angeles. The very popular society doctor and his lovely blonde wife were Racquet club guests. New Yorker Emil Mossbacher (Texas and Louisiana oil man) was also a Racquet club guest.

To Los Angeles to be with Family

Mrs. Margaret E. Florio (she is an employee at Louise's Pantry), will go to Los Angeles to be with her daughters and their families on Christmas Day. Her grandson, Paul J. F. Whiteley, who is stationed at Lowery Field in Denver, will be home for the holidays with his mother, Mrs. Claire Whiteley. In the family group will be Dr. and Mrs. D. Curry-Allen of Los Angeles. Mrs. Whiteley and Mrs. Curry-Allen are Mrs. Florio's daughters.

Mrs. Waller Oesta Head for New Year

Election of officers marked the Christmas luncheon meeting of Oesta, the Eastern Star social organization, which was held at El Mirador Tuesday noon.

New officers, who will assume office in January, are Lolita Waller, president; Bea Martinson, vice president; Virginia Curtis, recording secretary; Hanna Lowrey, corresponding secretary; Patty Schwartz, treasurer.

Mrs. Elmo Purnel, retiring president, presided at the business session.

Venables in East

Commander and Mrs. Reginald S. H. Venable (she is Fay Bainter) are in New York where Miss Bainter will appear on a Christmas Eve television broadcast, as she has for a number of years.

Home from Webb for Yule Holiday

Home for the Christmas holidays from Webb School, Claremont, are four Palm Springers, Robert Alan Rose, son of Mr. and Mrs. David E. Rose, 330 El Alameda; John Joseph Hines, son of Mr. and Mrs. James J. Hines, Thunderbird Ranch; Arthur Edwin Bailey Jr., son of Mr. and Mrs. Arthur E. Bailey, Smoke Tree Ranch; and Murray B. Marsh, son of Mr. and Mrs. Murray B. Marsh, 289 Camino del Sur.

Home for Holidays

UCLA student Betty Wright is home to spend the holidays with her parents Mr. and Mrs. William R. Wright.

At Therieau Home

Christmas houseguest of Judge and Mrs. Eugene Therieau will be her mother, Mrs. Carrie Hummer of Los Angeles.

Weintraubs to Spend Holidays in Canoga Park

The William L. Weintraubs, owners of Sips n' Snacks, will spend Christmas Day in Canoga Park with their son and family, the Junior William L. Weintraubs.

Part of the Christmas fun will be getting better acquainted with their two-month-old grandson James, and enjoying the company of his older sister Linda.

Redlands Holiday

Mr. and Mrs. Duane Stachler will spend Christmas Day in Redlands as guests of Mr. and Mrs. Gus Bisel.

2b—The Desert Sun
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, December 22, 1952

Nusbaums Host Santa Monicans

Recent guests of Mr. and Mrs. Keith W. Nusbaum of Riverside drive were Dr. and Mrs. Joe R. Stevens of Mandeville Canyon, Santa Monica. During their stay here, Dr. Stevens and Mr. Nusbaum played in the Thunderbird member-guest tourney.

Holiday Dinner

The Collis Steeres will have Christmas dinner with their friends the A. V. Linkletters of 169 Ocotillo road.



Hale o' Hawaii
HOUSE OF HAWAII
in Palm Springs

A little treasure cove
of
South Sea Charm

Those impossible to find
Mother of Pearl Shells

Use them for salad plates
Use them for ash trays
Use them for pure decoration

Here's the something new and different for those friends who have just everything. Light as a feather, real BAMBOO TUMBLERS (in three sizes).

Hand Blocked Polynesian Print Cocktail Napkins.
101 other individual gifts.

235 NO PALM CANYON DR.

Phone 2-6303 (next to Chi Chi)

Sun Classifieds Bring Quick Results

NOEL

AND MAY ALL YOUR
CHRISTMASES BE BRIGHT.

WARMEST GREETINGS
FROM
Samson-Curtis
GENERAL INSURANCE

Mr. and Mrs. Earl C. Walters and daughter Nancy of Seattle spent the week at Chuckwalla Manor. Mr. Walters is vice president of Continental Inc., of Seattle.

Lt.-Commander and Mrs. S. A. Meyer of Coronado also spent a few days at the Manor, and the F. E. Youngs and son Francis of San Diego, frequent visitors are there for over Christmas.

Family Party at Howard Morris Home

Mr. and Mrs. Howard Morris will have her brother and his wife, the Clare Kellys, as Christmas dinner guests at the Morris home. Mrs. Morris selected a pastel turquoise tree to match her living room decor, and trimmed it in silver and white this year.

Visits Parents

Mr. and Mrs. Elmo Purnel spent the weekend in Porterville with his parents, Mr. and Mrs. John Purnel.

Merry Christmas

Come let the joy and the beauty of Christmas begin at church where all gather to reverently recall once more that glorious day when He was born.

DILL LUMBER CO.
679 S. Palm Canyon Dr.
John Wood, Manager

ONLY \$10 PER MONTH

DELIVERS THE FINEST IN AUTOMATIC WASHERS

The New Modern M52 Thor

CHECK THESE EXCLUSIVE FEATURES

- ✓ Single Dial Control
- ✓ New Vibration-Free Action
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PLUS 5 YEAR UNCONDITIONAL MECHANISM GUARANTEE
covers Parts and Labor

You Can't Buy Better than Thor

Iron The Glad Way

The fastest and easiest way to do all your ironing including the ironing of your sheets, slips, dresses, blouses and shirts.

IRONING DAY CAN TRULY BE A NEW DAY

From the day you receive your new Thor Gladiron you'll be putting back-breaking days behind you. Do all your ironing seated and relaxed—and operate your Gladiron with a single knee control . . . both hands free to handle clothes. You'll breeze through flatwork, iron shirts in 4½ minutes on a roll that's exclusively designed to slip inside of shirt sleeves like a sleeve board.

Stop in today for a demonstration.

\$109.50 TERMS

MUSIC AND APPLIANCE COMPANY

360 NO. PALM CANYON DRIVE Phone 2066



HOST TO ST. BONIFACE STUDENTS—George and Ethel Strobe entertained students of St. Boniface school, Banning, at a Christmas dinner party at their Doll House, Thursday evening. They are pictured with one of the students, who, judging by his expression, thoroughly enjoyed the special attention.

Strobes Entertain Children of St. Boniface at Doll House

The Doll House was overflowing with children Thursday as George and Ethel Strobe played hosts for the sixth consecutive year to the orphans from St. Boniface Indian school at Banning.

Seventy-two children from the school enjoyed the bountiful turkey dinner. Childish voices were raised in song as Father Stadler, who heads the school, led them in Christmas carols, with Matt Dennis playing the accompaniment.

The pinata, an enormous blue rabbit holding a huge carrot, was stuffed with sweetmeats and there was a scramble to pick them up when the pinata was broken in traditional Christmas fashion.

The children were brought to Palm Springs in a caravan of a dozen glittering new 1953 Fords, lent for the occasion by Ben Cowan. As an extra surprise, Cowan distributed silver dollars, one to each delighted child.

Christmas came to the Doll House Thursday and lingered on in the heart of everyone who saw the happiness of the children. After the luncheon the youngsters were guests of Earl Strobe at a theater party at the Village Theater, where they saw

the regular features playing there Thursday "Hangman's Knot" and "Ladies of the Chorus."

Colorful

Lone Palm Ready for Christmas

All lit up for Christmas is the row of seven trees along the main walkway at the Lone Palm on North Indian avenue. Another lighted tree is reflected in the children's wading pool and adds color to the night scene.

Manager Si Slocum is planning their usual fine Christmas dinner, which will be served in front of the fireplace that adds to the Christmas cheer of the dining room.

Among holiday guests will be Brig. Gen. and Mrs. Robert W. Berry of Hamilton Air Force base; Mr. and Mrs. Sam Katzman and family of Hollywood (he is the Columbia producer); and Mr. and Mrs. Myron Etienne of Bel Air.



PRESENTED WITH NEW CAR—Harrison Leussler, senior warden of St. Paul's in the Desert Episcopal church, presents Father William Blondon with the keys to the new car purchased by the parish for the use by the pastor. This is the first time in the history of the parish that the pastor has been provided with transportation, Leussler reported.



By **AUGUST G. KETTMANN**
Chief of Police

Some gifted people can better express in brief verse what we duller humans take hours and hours to recite or write. I take no credit for the following which was written by some anonymous law enforcement officer and which expresses perfectly the feelings of any veteran law enforcement officer when approached by someone who wants to join the police force.

"SO YOU WANT TO BE A COP, EH?"
So, you want to be a cop, eh?
And wear a badge and gun.
You think it's such an easy job.
And just a lot of fun.

Ere you can be a cop, son,
You've got a lot to learn.
'Bout folks, and life, and death
And things that make you burn.

You've got to learn to keep your head
When all about is wrong.
And listen to a cussin'
Just as if it were a song.

You've got to stop the rooster
That crows at dead of night.
And step right in and try and stop
A friendly family fight.

You've got to stop the neighbor's dog
That's chasing Grandma's cat.
And stop that gang of noisy kids
That live in the upper flat.

You've got to hear the pleading
Of a mother filled with grief.

Begging you to spare her boy,
Who's always been a thief.
You've got to arrest your brother's son,
And lock him up in jail.
And just because you are a cop,
You cannot go his bail.
You must retrieve the lowly drunk
Who's lying in the gutter.
No matter how he bites and kicks,
And growls, and swears, and sputters.

You must cut down the suicide
That's hanging by his neck.
No matter what the circumstances,
You still must show respect.
You'll have to take your dearest friend
From the tangles of a wreck,
And straighten out his broken form.
Tho' a lump gets in your neck.

You'll have to save the town's Big Shot
From the rough hand of his foes.
Just to be called a "lousy cop"
When you step on his toes.

You'll have to watch your buddy die
From the gunshot of a rat.
Then, tenderly, you'll pick him up.
Remarking, "Well, that's that."

And these are just a few small things
That make a Copper's job.
He has no time for frivolity,
He has no time to sob.

And now that I have made it clear
About a copper's fun,
Do you still want to be a cop,
And wear a badge and gun?

STRETCHERS STOLEN
Mrs. Aileen Young, 1477 South Calle Rolph, reported to police Friday the theft of two army stretchers from her garage.

Supervisors Act to Separate Two County Offices

Supervisors Monday adopted a resolution asking state legislators to raise District Attorney W. O. Mackey's salary to \$10,000 a year from \$7800 and to forbid him to hold any other job. The action was taken as super-

visors decided to separate the two positions Mackey now holds—district attorney and county council.

Penalty for holding another office would be loss of his salary as district attorney.

The supervisors ordered the legislature be asked to prevent preparation of the resolution last a district attorney from acting month, and at that time reports as county council, too.

Indicated that Mackey was surprised by the proposal.

But Supervisor B. C. Barnes said Monday that Mackey himself had suggested that the state raise is \$400.

3b—The Desert Sun and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, December 22, 1952

Gifts for All

Friendliest Store in the Village

PALM SPRINGS AT RAMON ROAD & INDIAN AVE.

Joyous Holiday to All Our Friends

Guests at Dinner

Boy Scouts of Troop 118 will be entertained at a pre-Christmas dinner at the Town and Country Restaurant at 6 p. m., Tuesday. Scoutmaster Vern Baumgardner announced.

What more could you want?

Sentinel

PICTURE SEALED TV

- and too...
- Los Angeles Prices
 - Reliable Service
(Factory Trained Technicians)
 - New Ownership
and Management

at...

**Palm Springs
Music &
Appliance Co.**

**TV Reception
Is Now HERE
in Palm Springs**

**TOUR THE WORLD WITH SENTINEL
from Your Palm Springs Home**

See For Yourself, TODAY!



* Via the Finest Community Antenna System in the U. S.
360 NORTH PALM CANYON DRIVE



PHONE 2066

It will be her Merriest Christmas
when you Bejewel her from the
DOROTHY

GRAY



SHOP



Hamacas—She'll love them, they're fantastic and so cozy to wear (Grandmother would never recognize her old stand by the Florence Nightingale) Lovely, soft pastel shades, lavishly multi color jeweled. Slick with sleeveless cocktail or evening dresses.

French Import Vanities made from antique prayer book covers, as individual as they are different. Jeweled sweaters and scarfs to go lyrical about.

It's a shop full of individual, usable, wearable gifts she'll love

FIND YOUR DREAM HOME IN THE DESERT AMONG THE WIDE VARIETY OF LISTINGS ON THESE PAGES

VILLAGERS Here, There and Abroad

Natalie Harper was nine years old Sunday and her mother, Mrs. Lorraine Harper and grandmother, Mrs. Jean Alkaleh, hosted a luncheon at the Town and Country. The guests included: Mrs. Lumberto Leva and son, Renee and Lumberto Jr., Johnnie, Patsey Sue, and Judy Strata, LeRoy Gates, Bonnie Sue Sanders, Bryan McMichael, Jimmy Michaels, and Joan Cruz. Mr. and Mrs. Oscar Gilbert, proprietors of the Town and Country, provided the birthday cake and decorations. The staff sang Happy Birthday. Later the children enjoyed games and favors at the Harper home.

The Fred Hathaway company hosted a Christmas party at the Wars Memorial building on Saturday night. About eighty people were present which included many from Los Angeles. A festive turkey dinner, banquet style, followed the cocktail hour. Fred Hathaway was in charge of arrangements.

Mr. and Mrs. Martin Ruderman entertained Miss Joselyn Domela of Los Angeles over the weekend. On Friday evening they honored their guest with a dinner party at the Doll House. On Saturday they hosted a little party at the Steak Ranch with Mr. and Mrs. Arthur Kleghorn as their guests. Kleghorn, now with the Fox studios, was formerly with the London Philharmonic. The visitors were guests at the Pueblo for the weekend.

On Saturday night a group of tennis enthusiasts had a potluck dinner and Christmas party at the home of Mr. and Mrs. Maurice Smith. Those present for the affair were: Mr. and Mrs. Roger Williams, Mr. and Mrs. Arthur Coffey, Mr. and Mrs. Ernest Durlevie, Mrs. Elizabeth Ahlman, Hilda Talbot, Eddy Meyerson, and Jeffrey Bill.

At a meeting of the Knights of Columbus on Monday night installation dates of officers of the newly formed council were set. January 8 will be for the first degree and January 15 for the second degree. The ceremonies will be at St. Theresa's parish hall.

The Dan Stith home, 1385 Buena Vista drive, was the scene of an open house party Sunday from 5 to 7 p. m. The invitations sent by the Stiths were clever and original with a needle and thread having taken a few "Stitches."

Dr. and Mrs. C. H. Woodman saw guests at the weekend in Los Angeles. They were guests at the new Statler hotel.

The Lady of Solitude Altar Society held its pre-Christmas meeting Tuesday evening at the church. Decorations for the church during the Christmas holidays were discussed and donations for this purpose could be made by calling the rectory.

Mrs. Dick Mabrey is confined to the Pioneer Memorial hospital in Brawley due to a fractured kneecap received when she fell in her home recently.

On Saturday George Beebe Jr. received his discharge from the army and went to work immediately in the Beebe Shop at 152 North Palm Canyon drive. His folks are certainly glad for the extra help at this time.

Be sure to watch for the carolers on Monday, Tuesday and Wednesday. Under the direction of Dave Gillam and Matt Dennis they have been rehearsing for some time. They expect to cover all parts of the city and will travel by wagons.

Mr. and Mrs. Jerry Weber, managers of the Palm Springs Pueblo, were at the Dunes Saturday evening. They were excited about the articles in the daily papers about John Carter Vincent and the controversy over his loyalty. The Vincents were recent guests of the Pueblo before he returned to his position as U. S. minister to Tangiers. Mrs. Weber said that the diplomat and his wife were most handsome and charming.

Mrs. Helen Jumper was honored on her birthday Tuesday with a dinner at the Chi Chi Starlite Room. Dorothy Worthington hosted the party, which included Dr. and Mrs. Claude Church of Newport Beach.

Those who attended the show at the Plaza on Friday and Saturday enjoyed Trixi Garrett dancers and the Hammond Carollers who performed between shows. The theme "The Vision of St. Nicholas" was followed with 35 dancers and 17 singers costumed for the occasion.

Mrs. Mark Hopp hosted a cocktail and buffet party Sunday night honoring her husband on his birthday. The affair took place at their home on 4137 Sunny Dunes road and the guest list included: Mr. and Mrs. Martin Brulon, Mr. and Mrs. Russell Mitchell, Mr. and Mrs. Paul Tarr, Mr. and Mrs. Stephen Talavera and Mr. and Mrs. Lester Shaw.

Mrs. Warren Thomas has been very ill at her home since Tuesday. Her husband recently returned from the Veterans hospital in Long Beach, where he underwent surgery.

Mr. and Mrs. Walter Loupe have Mrs. Loupe's sister, Mrs. Elizabeth Ahlman, and son, Dennis, of Santa Barbara, as

their houseguests. The latter two will remain for some time and Dennis has enrolled in the Nellie Coffman school.

Bob Webb will arrive in the Village on the 20th to be with his parents, Mr. and Mrs. Robert Webb for the Christmas holidays. Bob attends Pomona college.

Mrs. Ben Zeisel, who has been ill for about six weeks, is feeling much better and has been attending a few social gatherings, including the opening of the El Mirador on Saturday night.

Mr. and Mrs. William Foster and family are looking forward to the arrival of Mrs. Foster's parents, Major and Mrs. Harold Emigh. The guests will arrive on Monday by plane from Wright Field in Dayton, Ohio, and be in the Village for about two weeks. On Christmas day the Fosters will hold open house to their many friends honoring their visitors.

Mrs. H. M. F. Behneman was in the Village recently from her home in Balboa. She made the trip especially to do her shopping here. Her husband, Dr. Behneman, made a trip east at the same time to attend a National Medical association convention.

Mr. and Mrs. Walter Bishop are back in the Village after spending some time in San Marino. They arrived here on Friday and are expecting guests for the Christmas holidays.

Mr. and Mrs. Sol Alessandro visited with former Villagers, Mr. and Mrs. Jack Young and family in Los Angeles over the weekend.

Mr. and Mrs. Ham Johns are making plans to leave by plane for Edmonton, Canada, on the 23rd. Christmas in that snow country is something they have anticipated for a long time. They will return about January 5.

DESERT Museum NEWS

Monday, December 22—8 p. m. At Museum, Biology Series: Introduction to Plant Life. Films: "From Flower to Fruit" and "Climbing Plants."

Tuesday, December 23—8 p. m. At Museum, Desert Series: "Desert Miscellany," a color movie of assorted desert animals, plants, and scenery, presented by Lloyd Mason Smith.

Thursday, December 25—6:30 p. m. for members' children. 8 p. m. members only. Christmas Night. Special membership program. The life and work of the greatest of all fairy-story tellers, "Hans Christian Andersen," with his better-known tales in animated sequences. (Not the Danny Kaye version.) A special Christmas treat. Members and their children only admitted. (Special showing at 6:30 p. m. for the children of museum members.)

Menus

Meals to be served in Palm Springs Unified District schools Monday (last day before the Christmas vacation), are listed below to aid mothers in planning home meals.

Monday—Turkey and gravy, whipped potatoes, buttered peas, cranberry sauce, relishes, buttered roll, fruit cocktail, milk.

Retired Colonel Buys Triplex on Palo Fiero

Mr. and Mrs. David A. Maurier, a former colonel in the United States Army during World War I, have purchased the triplex located at 573 Calle Palo Fiero. Colonel Maurier served as liaison officer with the French during his 19 months overseas. Since that time he has been a practicing lawyer in Seattle, Washington, and for a number of years was affiliated with the prosecuting office.

The Mauriers moved to Ocean-side where they own considerable real estate, but found the Palm Springs climate more desirable for the winter months. They purchased the property from Avery Allen of the Ramon Struble corporation.

Mr. and Mrs. Maurier expect to live in one of the apartments and entertain their family and guests in the other apartments this season. They have two children and six grandchildren whom they believe will benefit from the sun in Palm Springs.

Torgersons in India for Christmas

Mr. and Mrs. Oscar A. Torgerson of Cathedral City (he is president of the Desert Bank in Palm Springs) will spend Christmas in India with their daughter, Mrs. Charles Wameling and family.

Mr. and Mrs. Walter Loupe have Mrs. Loupe's sister, Mrs. Elizabeth Ahlman, and son, Dennis, of Santa Barbara, as

4b—The Desert Sun and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Monday, December 22, 1952

Sideline By PHIL STONE

As of this moment, no one questions the alarming fact that there are altogether too few shopping days till Christmas, even in America's foremost desert resort where just about every retail merchant is open evenings and Sundays and where quite a few stores will, as in past years, keep their doors open till past eleven Christmas Eve.

This season, those purveyors of photographic equipment, Marty Kenyon and Al Taylor, are doing a landslide non-Christmas business in cameras and film because of the foothills snow. It may be 70 down here on the floor of the desert, but that snow on the 6000-foot levels looks mighty close and few visitors can resist the spectacle of sun-touched palm trees outlined against a background of mountain snow.

In the holiday mood, the voice of Palm Springer Bing Crosby is heard dreaming of a white Christmas from just about every juke box and Seeborg system in town. . . and another Palm Springer's perennial, the Christmas stage coach, is perched once more above Dave Lyons' Saddle and Sirlion miter. This season, the Saddle and Sirlion stage coach has a touch of competition right across Palm Canyon drive, when a gay and graceful red sleigh displays feminine fripperies in the old Railway Express barn which Matthews of Beverly Hills converted into a smart women's apparel shop.

The ever-enterprising Palm Springs Junior Chamber of Commerce was a little daunted around December 1 by an idea that the city wasn't too anxious to see the traditional Jaycee Christmas decorations hung along the drive. . . partly it was rumored, because there weren't enough light poles to carry them; partly, it was also rumored, because one of the City Council's park commission members thought the Yule lights detracted from the \$100,000 illuminated palm trees which light the drive each evening.

Happily, both fears apparently were just coffee-counter rumors because the decorations are up for more than a mile, suitably wired for light by city electricians. And a very pretty job it is, too, you'll notice.

It would take an eight-page section full of columns to list all the Christmas parties being staged, but two traditional and typically Palm Springs events really must be mentioned. One is the annual Mexican Fiesta staged last weekend by the Spanish-American ladies of Our Lady of Guadalupe Catholic Church, the "Little Church of the Reservation," and the other is the Community Christmas Tree which started more than 30 years ago on the lawn of the Desert Inn, and now is held each December 23 in all the schools. Less than 30 youngsters, Anglos, Mexican and Indian, attended that first party when the late, beloved Nellie Coffman said, "There must be a Christmas Tree and a Christmas gift for every child in Palm Springs today."

This year, more than 1000 will get gifts, and this year, as in every year past, three women who were at that first party will be active in staging this year's series of parties. . . Harriet Henderson, Dorothy Steiner and Katherine Finchy, although there are many other helpers, too, including the members of the Business Woman's club which stuffs those 1000 stockings with gifts the merchants donate.

Another Palm Springs tradition nearly as long-established is the Christmas parade led for so many years by Palm Springs perennial cowgirl Little Bear, a pint-sized piece of the Old West who proudly claims Cherokee blood and kinship to the late Will Rogers.

Little Bear may have a more formal name for the voting registry and the income tax collector, but we'd bet no more than a dozen Palm Springsers have heard it in to these 20 years. But everyone in town knows her modest, blue-jeaned figure along the drive, and residents and visitors alike delight in the colorful Western or Indian costumes she dons when she leads our many, many parades.

This year, Little Bear's Christmas parade will start from El Mirador at 1:30 December 23, with Little Bear and her horse Stranger leading the Santa Claus Corral all down the drive and then back to City Councilman Earle Strebe's Village Theater for a special kids' Christmas show. No question the kids will be in the lobby to meet Santa Claus. . . no question, either, that a lot of outside, over-age juveniles will just happen to have business along Palm Canyon drive as the parade goes by. If this eagerly extroverted resort town ever adopts an official theme song, it certainly should be "I Love a Parade."

Plan Christmas in Honolulu

Dr. and Mrs. John Costello and Ben Gale of Beverly Hills are off to Honolulu to spend the Christmas holidays.

CLASSIFIED ADS The Desert Sun and PALM SPRINGS NEWS Published every MONDAY and THURSDAY PHONE 2249 Box 190, Palm Springs, Calif.

RATES

(Minimum ad, 3 lines—count 24 letters and spaces to a line)
1 time, per line.....75c
(Min. 2.25—1.50 cash in adv.)
1 Week (2 TIMES) 1.00
2 Weeks (4 TIMES) 1.25
1 Month (8 TIMES) 2.25

●Ads ordered for more than one time must run in consecutive issues to earn above rates, otherwise single insertion rate will be charged for each time run.
●Save by ordering your ad run 4 or 9 times—if cancelled before completion, you will be charged at nearest rate applicable for times run and get a REFUND for the difference.
●This newspaper cannot be responsible for more than one incorrect insertion; please notify us promptly of any error in your ad.
●DEADLINES—for new copy or cancellations—
MONDAY ISSUE—5 P.M. FRIDAY
THURSDAY ISSUE—5 P.M. TUESDAY
●ADDRESS all communications to: The Desert Sun, P.O. Box 190, Palm Springs, Cal.
●Lost and Found 10

REWARD for return of old, battered red address book full of cards. Very valuable only to me. Everil H. (Kludt) Boldin. P. O. Box 1067, Palm Springs or phone Banning 2959.

WHITE 10-month-old Huskey dog, Child's pet. In vicinity of El Paseo. Ph. 7974. 2481 Cardillo Rd.

LOST—Prescription sunglasses in red silk case. Reward. Phone 2094.

PERSONALS 12

WE SERVE THE DESERT TOO!

THE nationally famous Culligan Soft Water Service is here! We "personalize" your special needs; Soften and Filter your water used for drinking, bathing, dishes, laundry; in homes, hospitals, cafes; Protects hands, hot water heaters, clothes, babies, boilers, radiators. We also sell water softeners, Chlorinators, Salt, Zeolite, Soft Water Soap, Swimming pool supplies. Take your water problems to a Water Specialist. Jim Marsh, Culligan Soft Water Sales & Service, 632 E. Citrus Ave., Redlands. Phone 3-2469. (1/2 block E. of 99.)

SELDON an opportunity like this. If you know of a refined elderly lady who would like to exchange light part time services for apartment in lovely Palm Desert. Contact Mrs. R. M. Trezevant, Palm Desert 76-3131.

ALCOHOLICS ANONYMOUS Meeting each Tuesday night at 8:30. City Council Chambers, Airport. Further information or literature, Phone 2-5612.

PRIVATE Guest Home. Convalescent and ambulatory cases. Beautiful grounds. Nurse in attendance. Banning 3566.

WANTED room and board in good home for working father and school age daughter (6 yrs.) Box 190, File H1.

BEAUTIFUL SWIMMING POOLS \$400 to \$800. "FHA TERMS." Phone 6762.

Service Miscellaneous 15

PALM SPRINGS HOUSE & WINDOW CLEANING CO.

HOMES, buildings opened and closed. Complete home maintenance year 'round. Insured and licensed.

Phone, Write or Wire VERN BAUMGARDNER 518 So. Calle Santa Rosa Phone 5825

MIMEOGRAPHING. Addressing by stencil. Mailing. All electric. Your list on Periodic bulletins, billing and other service for organizations.

LETTER SHOP 114 S. Palm Canyon. Tel.: 2738 Ask for Mrs. Griffing.

REMODEL OR REPAIR Car Pools, Room, Extensions. Patios, Walls, Pools, Store Fronts. New Home Construction. Lic. General Contractor—Insured. KADERA CONSTRUCTION CO. Day—3241—Night

SALES AND SERVICE ON Hoover Vacuum Cleaners *Utility Air Coolers *Youngstown Dishwashers *House trailers PAVNY'S BUTANE - Ph. 7342

DRESSMAKING, General Sewing, Alterations. 4440 Camino San Simeon. Ph. 4633.

SWEAT bath; Massage—Colonics. Ph. 5239 for appointment. Ward & Ann Health Studio.

Situations Wanted 25

WAITRESS: Neat, experienced, wants position. Permanent. Ph. 2-5303.

COUPLE experienced chef and pantry woman. Box 323, Palm Desert.

EXPERT (licensed) CHILD CARE BY DAY OR WEEK. Call Indio 7-7154.

HOUSE CLEANING, LAUNDRY, BABY SITTING. PHONE 2-4893.

BLACKFACE AL JOLSON SINGER. Tel. 2363.

SECRETARY, experienced. Call 5238 or 2-6333.

Situations Wanted 25

BABY SITTER, experienced, reliable, ex-kindergarten teacher, own car. \$1 hr. Miss Scott, Ph. 7601.

PAINTER—Interior and exterior. Free estimates. Reasonable. Immediate service. Ph. 7905.

PAINTING, decorating, paper hanging. Very reasonable. Free estimates. Ph. 2341 or 5850.

STEVE BICZOW CARPENTER AND PAINTER PALM SPRINGS 2-5352

HANDY MAN—FIXER UPPER REASONABLE. Ph. 7961

Help Wanted 27

APPLICATIONS NOW BEING ACCEPTED FOR POSITIONS BANK OF AMERICA, PALM SPRINGS BRANCH EXPERIENCE not necessary. Hospitalization, Insurance, Benefits. Opportunities for advancement.

REAL ESTATE Broker or Salesman for live office in Desert Hot Springs. Plenty of listings. Call Desert Hot Springs 522, ask for Mr. Chester.

HOTEL MAID, EXPERIENCED, FOR ALL YEAR ROUNDED RESORT HOTEL, RM., BD. AND SALARY. WRITE BOX 236, ELSINORE, CALIFORNIA.

EXCELLENT OPPORTUNITY FOR MASSEUSE. STEADY ALL YEAR AROUND. RESORT HOTEL. WRITE BOX 236, ELSINORE, CALIFORNIA.

SALESMAN—Real Estate. Good opportunity for experienced man, plenty office time, many open houses. Arthur Press, 420 So. Indian. Ph. 5282.

MANICURISTS, experienced, salary and commission. Jacques and Victor's. Desert Inn Hotel Beauty Salon. Palm Springs 5246.

WOMAN capable operating Gift and apparel shop in Hotel. Must be able to buy. Write Box 190, File J4.

EXCELLENT opportunity for masseuse. Steady all year around. Resort Hotel. Write Box 236, Elsinore, Calif.

NEED A JOB???? Openings for Men & Women. Palm Springs Employment Agency. Ring 156 N. Indian.

HOUSEKEEPER able to plan meals. Live out. Sundays off. References required. Box 190, File J-1.

FREE EMPLOYMENT OFFICE 224 North Indian Avenue

EXPERIENCED tap and ballet teacher. Phone 2774.

Business Opportunities 29

BAR AND RESTAURANT with 12-month license for sale with good lease. \$20,000 handles.

GROCERY store in desert. Close to Palm Springs. Excellent equipment. Doing nice volume. Ideal for couple. Good lease. \$12,500 Handles.

FOR A WOMAN or couple endowed with a flair for design of inexpensive women's dresses and ability to sew on plain work and do over the counter selling, a wonderful business opportunity awaits you on Palm Canyon Dr. \$9500 required to buy the business.

CHARLES MATHEWS, 315 No. Palm Canyon Dr. Ph. 5308.

CAFE with living quarters, good lease on percent only. Couple can handle. Amount of business rests with operator. References required. All health forces sale. \$4950 cash or will trade for equity on income property. Write Box 190, File J3.

9 COIN TV Sets—\$125 each. Less than 1/2 orig. cost. Good income in motels, etc. Box 190, File H10.

ESTABLISHED business 2 miles S. E. Cathedral City, Hi-way 111. Round Up Fruit Stand, Owner.

Business & Financial 30

FIRST AND SECOND TRUST DEEDS BOUGHT AT SMALL DISCOUNT BY PRIVATE PARTY. BOX 190, FILE E 10.

LOANS made and trust deeds purchased, any amount. CALL MR. GANNON 2772

NEED MONEY ON YOUR PROPERTY? Will give 1st or 2nd trust deed. Box 190, File F10.

Lots & Acreage 33

WE HAVE R-3 lots for building income units as low as \$2500.

LARGE R-4 lot in south end \$6000.

James Hammond

875 No. Palm Canyon

MUST cash out immediately, out of town owner. 200x125 lot on Palm Canyon Dr. 5 blocks north El Mirador Hotel. Adjacent to Palm Gardens. Bargain. Write Gussie Gross, 26 Lupine Ave., San Francisco 18.

ON EASY payment, lot 66x135. El Camino way. Adjoining retired physician's property, priced \$4500. Ambassador Hotel.

BARGAIN—2 adjoining income lots 65x110 each on Camino Real, close in. Call J. Dwor-man, 2217.

CORNER among finest homes in Palm Springs. Close in, small down payment. Owner 5428.

Real Estate—For Sale 35

DON CAMERON SAYS

THUNDERBIRD, RANCHO MIRAGE, PALM DESERT, TAMARISK AREAS ONLY THE BEST LISTINGS, LOTS, HOMES AND ACREAGE

\$25,000. FACING Tamarisk Country Club. 2-bedroom furnished home.

\$4500 to \$7500. HOMESITES North of and Facing Thunderbird.

\$32,500. 4-BEDROOM furnished hillside home, Rancho Mirage.

\$22,000. 2-BEDROOM furnished home, Palm Desert.

DON CAMERON, Realtor 17 yrs. in Rancho Mirage

Associates: Isabelle Cameron Sally Nelson Next to Rancho Mirage P.O. on Hi-way 111. Ph. 8-4932

MUST SELL THIS MONTH

TAKE advantage of the CASH-OUT PRICE OF \$19,500. Eastern owner says sell his beautifully furnished 3-BEDROOM, 3-BATH HOME. Attractive modern design. Garage, lanai and two patios, forced-air furnace and vented cooling. Good location on large landscaped lot.

Gannon Realty

463 N. Palm Canyon Drive Phone 2772

THE KELLOGG HOME at 427 Tamarisk Road, is offered by the W. K. Kellogg Foundation. It's open for your inspection and priced for quick sale. Completely furnished, ideal arrangement, excellent location, and beautifully landscaped. Has five bedrooms plus servants quarters. See this beautiful home before you purchase. Phone 2146.

Immaculate Home

2 BEDROOM, den, fireplace, beamed ceiling, air conditioned. Tile roof, patio, sun-deck, 2-car garage plus laundry room. Price, \$13,750—and enjoy living!

See—GREEN

Phone Desert Hot Springs 121

3 ACRE RANCH

VICINITY OF THUNDERBIRD 2-BEDROOM Ranch Home—Garage—Guest room & bath—2 Rentals—2 Wells and pumps. \$5000 down, balance on Easy Terms.

Phone Owner, 8-3398

SACRIFICE, \$16,000. Beautiful 5-room home & garage, just completed. Precision pumice block redwood construction. Interior designing original & elaborate. Thermo forced air system. Exquisite View 1/2 mile N. of Racquet Club. The N.W. lot in Desert Highland Estates. \$10,500. Owner.

OPEN 1470 S. CALLE MARCUS. 3-bedroom, 3-bath luxury home. Large heated, filtered swimming pool. Youngstown Kitchen. Large landscaped patio, carpets and draperies included. Furnished or unfurnished. Walled. Phone 5689.

MUST remove barrack materials once, rafters, poles, shingles, screens. RANCHO MIRAGE. Also make offer on nice lot in Annex 2. Inquire first house below highway on White Sun Ranch Road 21st to 2nd or Write Box 190, File J3.

Desert Hot Springs

MAGNIFICENT Hotel site with Hot Mineral Well. See—GREEN

Phone Desert Hot Springs 121

OPEN FOR INSPECTION 2423 TUSCAN RD. New 2 bedroom, 2 bath home. Large living room, modern kitchen. Patio and garage. Priced to sell. \$2500 down, balance like rent. Owner or see your Broker.

LAS PALMAS ESTATES HOME 3 BEDROOMS, 4 baths, swimming pool, walled, double garage, built-in bar-b-que and bar. Price \$44,500. 267 So. Las Palmas. Or see your broker

4 BUILDINGS 25x150 feet, frame construction. Gunite exterior. Contains 28 dwelling units. 2058 E. Ramon Rd. Phone 2238.

BARGAIN—\$9500. terms. Newly decorated 2-bedroom, stucco house. 615 Broadway, Cathedral City. Phone 8-3251.

FURNISHED home. 2 bedrooms, 2 baths, like new. Close in. R-3 Zone. \$18,000. Phone 4852. 561 Calle Palo Fiero.

MODERN 6 units, 2 kitchens, room for more. Heated pool. Near El Mirador. Illness forces sale. Phone owner 5428.

MODERN DUPLEX 5 ROOMS each, one furnished. Both available. Close in. No agents. Phone 2-5981.

BUSINESS frontage, 1 bedroom block house at 67813 highway 111. Reasonable, priced for cash.

NEW Triplex, 552 Mountain View Dr. Owner—Ph. 8-3312.

Real Estate—For Sale 35

ATTENTION BUYERS!

FOR PALM DESERT properties, acreage, ranches and ranch estate sites in

MORE PEOPLE READ DESERT SUN CLASSIFIED PAGES THAN ANY OTHER MEDIUM IN THE DESERT AREA

Real Estate—For Sale

NICHOLS YEAR END SPECIALS

2 Bedroom Completely Furnished Home
With Automatic Dishwasher and Bendix Clothes Washer.
\$15,900 Full Price.
Will Take 1/2 Down, Balance Easy Monthly Payments.
Open For Inspection. 1164 N. Calle Rolph

Owner Must Sell Reduced to \$15,000
Completely Furnished Home with Guest House
Walled Lot
Drive by 245 Palo Verde
Call for an Appointment to Show

Solid Comfort
3 Bedrooms, Each With Private Entrance, 2 1/2 Baths
Living Room Fireplace Backs to Glassed Lanai. Arbored Patio
Tiled Kitchen, Big Range, Refrigerator, Utility Room,
Washing Machine.
A-1 Home on Spacious Corner Lot, Walls, Trees, Vines.
\$19,000 Terms.

P.S. BUY IN TOWN IN R-3 LOTS
2-R-3 Lots 200 x 105. Close to El Mirador. Sewer Connection.
Full Price \$5,500.

4-R-3 Lots Facing 2 Streets.
Total Size 210 x 200. Level, Ready for Building.
Full Price \$10,000.

4-R-3 Lots on 2 Corners.
Total Size 210 x 200. Paved Streets.
Full Price \$11,500.

Exceptional Buy in Residential Lot East of El Mirador Hotel
100 x 102 Only \$1,750.
100 Ft. Residential Lot — \$1,000.

CULVER NICHOLS

REALTOR
861 N. PALM CANYON DR.—PHONE 2182
Al E. Hoover—John Berner—E. A. Banning—Bill May
Associate
OVER 20 YEARS IN PALM SPRINGS

HOLIDAY GREETINGS

Walking distance to shops and school. Home with 4 bedrooms, 2
baths, furnace heat, air conditioned, only 6 years old. Delight-
ful family home. Well financed. \$32,500.

INCOME — 18 UNIT COURT — Center of town, 200' frontage on
Indian Avenue, 50' of which is unimproved and 50' frontage
on Palm Canyon Drive. C-3 zone. Look into this investment
as it brings in a very good return and is A-1 location for
business development.

CORNER INDUSTRIAL LOT — 98' x 80'. One block from boulevard.
Choice location for small business. Only \$6,950.

TENNIS CLUB AREA — Beautiful residential lot with slight eleva-
tion — enough to give fine view of city. Adjoins beautiful
homes. \$7,500.

ATTENTION, DOCTORS! Beautiful office space available for
doctor's office in smartest new building in Palm Springs.

Muriel E. Fulton - Realtor

Associates—Frances Wilson—Ernie Dunlevie—Frances Elliott
New location—Oasis Building—125 South Palm Canyon Drive.
Telephones: Residence 2266
Office 2225

SPECIALS

OWNER liquidating. 2 doubles
sold together or be divided.
These are furnished, 100-ft.
view lot, walled patio, TV area.
Rented for season. Make offer.

LOVELY owner's home with 2
bedrooms, 1 1/2 baths, plus two
1-bedroom units rented for
season. Nice restricted area. Owner
wishes to retire will take neat
home on a trade.

3-BEDROOM, 2-bath, walled 100
ft. lot, patio, garage. Close in.
1 bedroom and bath has an
outside entrance and separate
cooler. Well worth \$13,500.

2-BEDROOM and lanai, 100 ft.
level lot, unobstructed artists
view, carport, basement. Now
\$9,500.

NICE 75-ft. view lot \$1250.

RUTH BILES

REALTOR
56 GLENN, CATHEDRAL CITY
TAHQUITZ RIVER ESTATE. New
3 bedroom home. Partially fur-
nished, near school. Extraor-
dinary value for only \$24,500.

FOR SALE—or lease with option
to buy. De Luxe Trailer Park
site. Will assist in financing
if necessary. SEE

John W. Williams

Realtor
or Associates
Claude W. Gottbeuhet
Roslyn Lang
423 N. Palm Canyon Dr. Ph. 3311
4 LARGE UNITS—Pool—best
rental location. Only \$50,000.
NEW 2 BEDROOMS, 2 baths.
Large walled lot. A-1 location.
Pool. Carpets. Drapes. A must
at only \$28,500.
\$1 PER ACRE land—2 miles off
Palm Canyon Drive. Water
available.

TERRY RAY

Helen Churchill Jules DeVorzon
Charles Snyder Howard Palmer
773 N. Palm Canyon Dr. Ph. 2064

Real Estate—For Sale

BEAUTIFULLY, completely fur-
nished, 2-bedroom and den
home, \$25,000. Terms. illness
forces sale.

6 UNITS, excellent corner loca-
tion, room for additional units
or pool, \$55,000.

Ralph Weinstein

REALTOR
256 1/2 So. Palm Canyon Dr.
Ph. 2884
Next to the House of Murphy

Christmas Gift

2-BEDROOM stucco home right
in center of Palm Springs.
Heating and cooling system,
completely furnished, clear.
Can be delivered in 3 days.
Total price Cash \$6900. Owner,
322 No. Marcus Rd.

FOR BETTER REALTY DEALS SEE

ADOLPH ISRAEL, REALTOR
671 N. PALM CANYON DRIVE
Exchanges 36

WILL TRADE

One of Banning's better homes
for a home in Palm Springs.
This home is situated on a lot
approximately 100' x 200' which
is beautifully landscaped and
commands an unparalleled
view of Banning and San Jacinto.

This is a seven room house
with four bedrooms, large liv-
ing room, dining room, kitchen,
utility room and two baths.
The location is high enough
to assure a cool temperature
during the summer months.
For further details address
your inquiries to Box W. R.
The Desert Sun, Palm Springs.

WANT Westwood or Beverly Hills
home or small income. Will
trade beautiful new 2-bedroom,
2-bath (clear) in best section
Palm Springs. Can add cash.
Call my agent—Fredericksen,
at 2772.

Real Estate Wanted

FOR BEST RESULTS
List Your Property
With Adolph Israel
Realtor, 671 N. Palm Canyon
Drive, Palm Springs

Business Rentals

RENTALS
STORES, OFFICES, APART-
MENTS

NEW BUILDING, occupancy
about October 1st. 1051 No.
Palm Canyon Dr., across from
the Doll House, Phone 3673.

Rooms For Rent

LARGE, comfortably furnished
rooms, quiet, scenic district.
Panel heat; private bath, en-
trance. Attractive rates day,
week, season. Desert Las
Palmas, 954 E. Ramon Rd. Ph.
3013.

CHAUFFEURS, house boys, but-
lers. Single rooms, reasonable.
El Mirador Garage
1090 N. Palm Canyon

STUDIO bedroom in lovely home,
private entrance, \$15 per
week or \$147.50 monthly. Call
5697.

BY DAY, Week or Month, lovely
rooms, private entrance, close
in, lovely grounds, sundek, 291
Athen St., Tel. 5787 or 2-5583.

NEAR El Mirador, room in love-
ly home, private entrance, all
privileges. Reasonable. Ph.
2-5434.

Cathedral City

LOVELY room or share home for
1 or 2 reasonable. Reference.
Close in. Ph. 7524.

2 ROOMS and bath on Radio Rd.
\$45 monthly. \$16 weekly. Ph.
9973.

ROOMS. Kitchen privileges. \$7
weekly. \$27 monthly, up. Near
airport. Ph. 9973.

LARGE room, private entrance.
Phone 7722.

2 FURNISHED rooms, twin beds,
\$40. On Radio Rd. Ph. 9973.

For Sale or Rent

7-ROOM house, completely fur-
nished, desirable location, 2145
Camino Barranco. Will lease
or sell. Ph. 2-4331 or see broker.

Apartment for Rent

STUDIO on So. Palm Canyon Dr.
Twin beds, panel-ray heat, ven-
tilated blinds, very nice. \$85
on 5 mos. lease. Ph. 6422 days
or 5325 nights.

SPACIOUS 3 room apartment.
Beautifully furnished, gas
heated, air cooled, private pool
and patio, 970 Parocela Place.

UNFURNISHED 1 bedroom apart-
ment
RANCHO MIRAGE. CALL AFTER
5 P. M. 8-4418

\$15 WEEK and up. Center of
town. Special rates to local
workers. Ph. 2957 or 9053.

FURNISHED apartment, utilities
and linen. The Orleans Apart-
ments, 373 So. Palm Canyon Dr.

FURNISHED apartments, close in,
utilities paid. \$67.50 per month.
Ph. 2-4382.

NEW 1 bedroom apartments \$75
and \$85 monthly; lease. Phone 7452
10 and 11 a. m.

Apartment for Rent

Sunset Plaza Hotel

\$10 WEEK and up. \$2 per day.
lovely rooms, nicely furnished,
maid service. 20 miles from
Palm Springs on H'way 99.
210 W. 6th St. Beaumont, Calif.
Ph. 2145.

CONKLIN'S RANCHITO, La Si-
esta Now open for the season.
Beautifully furnished. One
bedroom bungalows \$125 per
month. Utilities paid. Swim-
ming Pool.
34312 Date Palm Road
Cathedral City

COMPLETELY furnished home
on landscaped leased site. Nat-
ural gas, price \$3000. Adults
only. Free rent to June 1st.
1953. J. Yacom, 1563 So. Palm
Canyon.

2 ONE bedroom apartments, new,
unfurnished. \$85 and \$95 mon'th
by lease. Adults only. Ph.
8-3312.

Houses For Rent

Movie Star's Home

In Las Palmas
Estates

MAIN house has three bed-
rooms, music room, bar, and
recreation room. Two-bedroom
guest house. Large heated
pool. Will rent for \$750 a
month completely furnished.

Peter B. Sheptenko
475 N. Palm Canyon Drive
Phone 2727

Fine Rentals

CHOICE LOCATIONS
2 and 3-bedroom homes
\$200—\$300—\$350 and \$500
FRANK MILLER

428 N. Palm Canyon. Ph. 2929
Gordon Nicholson
C. R. Woodward

MODERN 3 bedroom, 2 baths,
luxuriously furnished. Heated
pool, group of landscaped
completely walled in. Ideal
location. \$600 per month for
season.

Adolph Israel

REALTOR,
671 N. Palm Canyon Dr. Ph. 2981
Joseph Familia, Associate

CATHEDRAL CITY—Lovely 1-
bedroom stucco, twin beds—
modern 57th month permanent,
\$100 month temporary, fur-
nished. 615 Broadway. Ph. 8-3251

IN PALM DESERT
BRAND new, 2 bedroom home
completely furnished. By year
or month. LOTS ROY, Mgr. for
EDITH EDDY WARD, 3-667.
Hiway 111, Ph. Palm Desert
76-3431.

UNFURNISHED 1 bedroom house.
Close in location, good vented
heat. Child O.K. \$65 month.
Phone 8-3401, evenings 8-3373.
Cathedral City.

CHARMING furnished modern
home, 4 bedrooms, 4 1/2 baths,
maid's room, bar-b-q, swim
pool, Jan., Feb., possibly longer.
Write Box 190, File H5.

1-BEDROOM furnished house.
Good location, \$70 month.
Agent 68762 Broadway, Cathed-
ral City.

BRAND new VERY NICE 2-bed-
room unfurnished house. Out-
standing features. Year's lease.
556 Highland. Ph. 5189.

ALL redecorated. 3 Bedroom
house, close in, season or by
year. Tel. weekends 2-5583.

4 BEDROOMS, 4 baths, unit heat,
furnished. Reasonable. Central
District. Ph. 6921.

FURNISHED, 5 rooms, front of
new duplex. Close in. Adults.
No pets. Ph. 2-5981.

FURNISHED 2 room guest house
for 2 permanent adults, \$65.
125 Camino Encanto.

3-BEDROOM house, furnished.
67510 Ramon Rd. Williams.
Box 2887, Hollywood 28.

Household Goods

SACRIFICE—Complete household
furnishings, like new, also
restaurant equipment includ-
ing deep freeze, oil heater,
many other items. Ph. 5392.

MODERN furniture for one bed-
room home. '52 stove and Kel-
vinator. Must sell, bargain, 160
N. Marcus Rd.

2 STOVES, butane gas and kero-
sene heating stove. Available
8 to 10 a. m. and after 8 p. m.
426 Indian Ave.

FRIGIDAIRE, automatic washer
and dryer matched set. Just
like new. 2133 Cardillo. Ph.
2873.

SERVEL-Electrolux refrigerator.
8 ft. Condition guaranteed. \$75.
37708 Van Fleet St., Cathedral
City.

GENUINE, hand carved Chinese
furniture. Reasonable. Selling
property. 44-565 Arabia, Indio.

WILL sell or trade for single
beds, 2 double bed mattresses
and springs. Ph. 2-5423.

EASY-Spindrier Washer, like
new, \$95. Phone 2-6653 even-
ing.

OVERSTUFFED davenport and
chair, perfect condition, \$50.
526 Paseo El Mirador.

Household Goods

NEW AND USED FURNITURE
NEW—Special loop rugs 20x54,
\$3.95 each. Studio couches, Tilt-
back divans, \$77.50 up. Box
Springs and mattress sets,
\$47.50. Tables, chairs, platform
rockers, coffee tables and end
tables, lamps, \$1.98 up.
Chrome dinette sets. Fibre
rugs. Linoleum rugs 9x12,
\$10.75.

UNPAINTED FURNITURE—Chest,
wardrobes, desks, tables and
chairs.

CHINESE GOLDEN PEEL RAT-
TAN furniture.
BABY CRIBS, high chairs, strol-
lers, playpens and swings.

PATIO FURNITURE—Aluminum
and metal. Redwood and
wrought iron combination.
Chaise pads, \$7.95.

STA-COAT rubberized oil base
paints.

USED FURNITURE—Most any-
thing available.
SAVE MONEY AT
RAMON TRADING POST
Corner Ramon & Sunrise Way
Ph. 2173

We BUY, SELL AND TRADE

NEW Metal Wardrobes \$23.95.
4-drawer unpainted chest
\$17.95. Baby Hardwood play
pens \$14.95. Special metal
chaise lounge and pad \$14.95,
while they last, quantity lim-
ited! All Aluminum Chaise
Lounge and pad \$39.95. 1953—
21 inch Crosley table model
television, hoganoy or blond
finish, \$259.95.

Maher Furniture

NORTH PALM SPRINGS
India Ave. towards D.H.S.
PHONE D.H.S. 156

Trailers For Sale

Authorized Dealer for
1953
ROADMASTERS
VIKINGS
DE VILLE
EDWARDS CUTTAGES
& DALTONS

ALL SIZES WITH BATHS
WE have a large selection of
good used trailers—many late
models with full bath at rea-
sonable prices.

51-30' M. SYSTEM
with bath.
49-27' WESTCRAFT
with bath.
49-34' HACIENDA
with bath.

ALSO late used Roadmasters
with baths. Come in and look
them over. Liberal trade-ins.
Free delivery—service after
sales

Trailer Sales

3400 MARKET ST.
PH. 11410
RIVERSIDE

35-FT. Pan American De Luxe
Special job with Ramada
plus beautiful landscaped
grounds completely fenced.
Finest location in Rancho
Trailer Park, Palm Springs.
Open for inspection daily. Lot
R. 19. Call owner, Indio 7-7486.

1951-31-FT. Columbia. Bath.
Sundek, dolly, awning, all con-
nections. \$2700 from owner.
Save \$500. Trailer park, 125 N.
Phillips, Banning.

TRADE late aluminum Mobile
Cruiser, 2-bedroom, for late
1-bedroom Cruiser, Lot B 62,
Rancho Trailer Park.

NEW Ramada, in beautiful part
of park. Price \$1200. G. A.
Berg, Lot C 14, Rancho Trailer
Park.

ONLY \$1085. Continental 27-ft.
Private bedroom, excellent con-
dition. See Sunrise Trailer
Courts, Joshua Tree.

25-FT. Westcraft. Palm Springs
Trailer Village. Good condi-
tion. Ph. 2986-2-6042.

Trailer Space

16-FT. TRAILER, for one. \$45.
Phone 9091.

Miscellaneous For Sale

BUILDING
SUPPLIES
"To meet your every need"
DILL LUMBER CO.
JOHN M. WOOD, Mgr.
679 So. Palm Canyon Dr.
2758—Phone—2759
Open Saturdays until noon

FOR complete horse equipment
and Western wear, Stetson
hats, Just in boots, etc. See
GEO. RASMUSSEN now located at
Rogers Ranch, formerly
called "The Stables," Palm
Springs. Ph. 2-6811.

MAN'S BICYCLE
SCHWIN—Model "New World"—
excellent condition—narrow
tires—extras—Price \$30. May
be seen at 544 West Arenas Rd.
Phone 6901.

ADDING MACHINE, Corona port-
able. Like new—full keyboard.
Adds \$99,999.99, total \$999,999.99
A real bargain. See Harry Day,
Rancho Trailer Court.

CLOTHES, suits, dresses, even-
ing clothes, 2 fur coats, and
miscellaneous items. Size 12.
Ph. 5455.

WHITE colored silver fox furs,
2 skins. Have to see to ap-
preciate. Carnell Building. Apart-
ment 18.

26" BOY'S BIKE—GOOD CONDI-
TION—\$25. Call after 4 p. m.
910 Sunny Dunes Rd.

2 ELECTRIC water heaters, per-
fect condition. Reasonable. Call
at Hatchitt's Court office.

Miscellaneous For Sale

FIREPLACE WOOD
Cliff's Stables, E. Andreas Rd.
Phone 2-6913

Miscellaneous Wanted

MISCELLANEOUS swimming
pool equipment and parts
from private owners. Write:
SPEEDO-WIPER SERVICE CO.,
3552 No. Ashland Ave., Chi-
cago 13, Illinois.

Fats-Poultry-Livestock

SADDLE HORSES
I HAVE 6 top pleasure saddle
horses, well broken and good
looking. Black, bay, white and
plino. Reasonably priced.
CLIFF CAMPBELL'S STABLE,
Palm Springs.

FOR SALE—Pure bred liver and
white pointers, five weeks old.
Both sire and dame proven
gun dogs. Ideal Christmas gift.
Desert Produce Co. See Matt
or Virgie.

REG. ENGLISH SPRINGERS.
CHAMPIONS IN PEDIGREE.
PERFECT FOR CHILDREN.
WRITE OR CALL W. NORTON,
MORONGO VALLEY.

AKC registered dachshund pup-
pies. For Christmas. Next door
to Chevron Service Station,
Cabazon. Ask for Jack Slicker.
P. O. Box 283.

DACHSHUND puppies. AKC.
For Xmas. Valmore Kennels,
Morongo Valley. Turn Chevron
Service Station. Write Box 179.

WANTED—A home for "Teddy."
Young playful female dog.
Wonderful with children. Ph.
7574, after 5 p. m. 2-4575.

PARAKEET and plastic cage, \$10.
—\$25 value. Ph. 5876. 1091
Paseo El Mirador.

BEAUTIFUL talking Maggie.
Phone 4752.

Nurseries

CHRISTMAS GIFTS THAT ARE
SURE TO PLEASE!
Miniature growing Christmas
trees
Larger ones too!
Pyracantha shrubs in red
berry
Azaleas in bloom
Planters made up to
your order
Desert Holly and Smoke Tree
sprays

WE GIVE S. & H. GREEN
STAMPS

LITTLE GRASS SHACK
NURSERY
Highway 111 at Oasis, Indio
Telephone 7-3749

Used Cars For Sale

1951 KAISER 4 door sedan. Radio,
overdrive, \$1795. Cash or trade.
What have you? Lot 33, De-
luxe Trailer Park, Cathedral
City. Ph. 8-3095.

LATE '48 Packard Custom, radio,
heater, overdrive and electric
clutch. \$1095. Jack Crosby. Wal-
lace Date Gardens, Thousand
Palms.

1947 MERCURY convertible. Orig-
inal owner. Radio and heater.
1949 Packard convertible, all
extras. Man's bicycle, hill
climbing gear. Phone 2929.

'51 CADILLAC De Ville Coupe,
2-tone gray, electric windows,
R. & H. two spotlights, 11,000
miles. Like new. \$3850. 228 N.
Palm Canyon Dr.

1951 FLEETWOOD CADILLAC
PERFECT CONDITION. BEST
OFFER TAKES
PHONE 6801 PRIVATE OWNER

\$350—'42 De Soto Sedan. Radio
and heater, nice shape. Ph.
9904 or 3904. Ask for Bud.

CHEV. sedan, lovely, many ex-
tras, one owner, \$1175. R. M.
Trezevant, Palm Desert. No
dealers.

'49 CAD. conv. Spotless condi-
tion. All extras. Low mileage.
Call Banning 3345.

FOR SALE or trade for car, 1952

GMC 4-ton pickup truck. Rog-
ers Ranch Stables.

'46 WINDSOR Chrysler coupe. A-1
condition. \$900. Ph. 5730.

Automobile Service

Stack Chevrolet
Complete Auto Service
Mechanical — Body Work
Lubrication — Wash & Polish
Genuine Chevrolet Parts

330 Sunny Dunes Road
FREE PICK-UP & DELIVERY
CAR SERVICE
SALES ROOM OPEN MONDAY
THRU SATURDAY 8 A.M. TO
9 P.M. AND SUNDAY UNTIL
NOON

JOHN A. LITTLETON

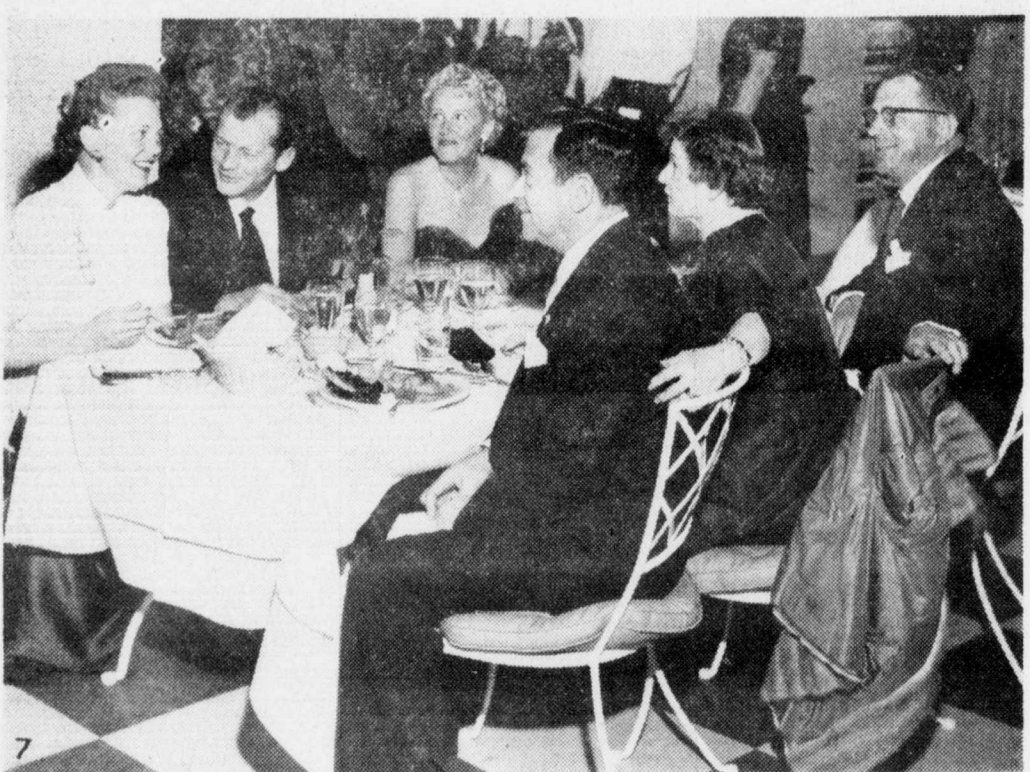
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DEALERS
682 S. PALM CANYON DR.
Phone 7022

REPAIR WORK
DONE ON ALL MAKES
OF CARS
QUICK SERVICE
4 MECHANICS
ON DUTY AT ALL TIMES
OPEN FROM 8 A.M. TO 6 P.M.

☆ Sneak Pre - View of El Mirador Thrills Throngs ☆

The Desert Sun

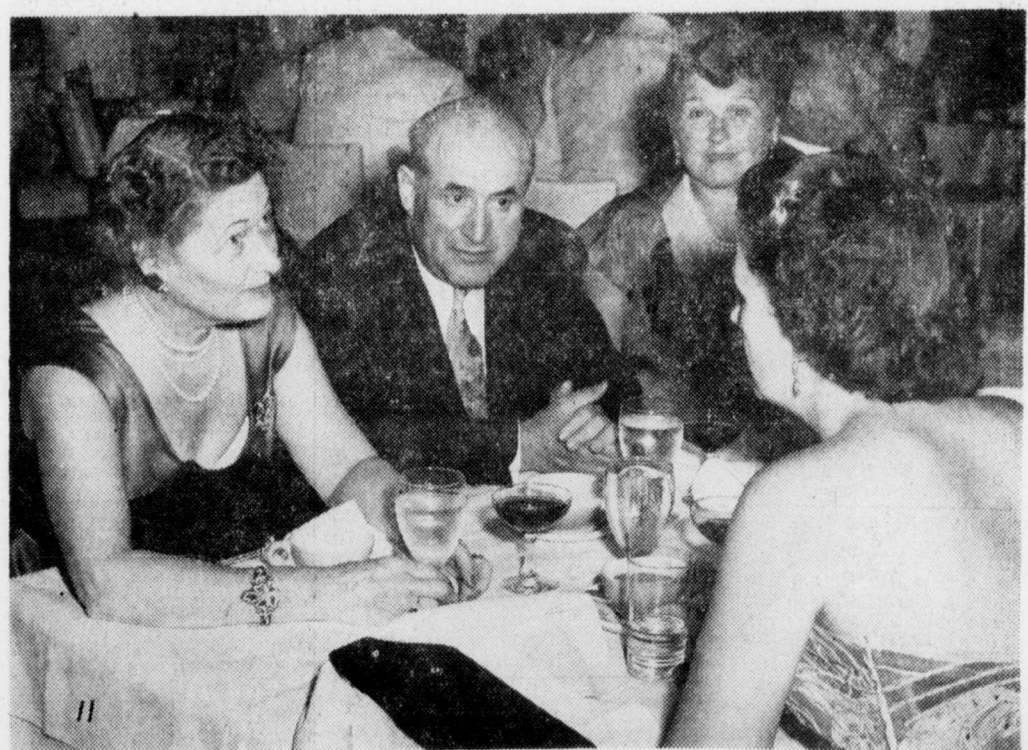
Palm Springs, California, Dec. 22, 1952, Page 6B



Preview Party

Top Hollywood celebrities and prominent socialites attended a special preview party at new El Mirador Hotel Saturday, December 6. Enjoying the luxurious facilities of the \$5,000,000 hotel are:

- (1) Mrs. Gordon McCrae, Desi Arnez, Mrs. (Lucille Ball) Arnez.
- (2) Gordon McCrae, Jean Martin.
- (3) Jean Martin, Ray Ryan, Dean Martin.
- (4) Mrs. Preston Estep, Mrs. Guy Hickman, Mrs. E. C. Houghton.
- (5) Maxine Whiteside, Percy Whiteside, William Reichel.
- (6) Mrs. Chester Marcell, B. T. Mattingly, Mrs. Maxine Whetsler, Chester Marcell.
- (7) Mrs. C. H. Anderson, C. H. Anderson, Mrs. Monte Herbert, Mr. and Mrs. M. O. Anderson, Monte Herbert.
- (8) Cliff Henderson, Janet Ess Rogers.
- (9) William Reichel, Mrs. Melba Bennett, Frank Bennett, Helen Reichel.
- (10) R. G. Brooks, Mrs. A. W. Howe, Elmer Peterson, Mrs. T. W. Burke, Mrs. Elmer Peterson, Ralph Fitzgerald, A. W. Howe, Mrs. R. G. Brooks.
- (11) Mrs. Ed J. Kelly, Mr. and Mrs. S. Greenfield, Mrs. W. J. Graves (back to camera).



Here's wishing a

MERRY CHRISTMAS

to everyone

The Earle C. Strebe Theatres
in bringing their wishes to you--resolve in the New
Year of 1953 to bring to Villagers the very best in
Motion Picture Entertainment!

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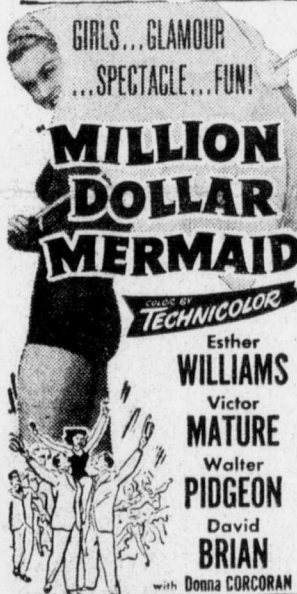
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CLAUDETTE COLBERT in

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A JUNGLE DRAMA

WED., THURS., FRI., SAT — DEC. 24, 25, 26, 27



WED., THURS., FRI., SAT
DEC. 31, JAN. 1, 2, 3



The Plaza Theatre

OPEN WITH CONTINUOUS
SHOW FROM 1:45 P. M.
CHRISTMAS DAY
AND
NEW YEARS DAY

SUN., MON., TUES.,
DEC. 28, 29, 30

Charles Boyer
Louis Jordan
Bobby Driscoll

— IN —
**"THE
HAPPY
TIME"**

— PLUS —
Walt Disney's
"PLUTO PARTY"



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M. G. M. MAJOR STUDIO PREVIEW
8:30 P. M., December 29, at the PLAZA Theatre

WATCH FOR THESE TOP IN 1953!
AT YOUR EARLE C. STREBE THEATRES

"AGAINST ALL FLAGS"—Errol Flynn and Maureen O'Hara
"ROAD TO BALI"—Bing Crosby, Bob Hope, Dorothy Lamour
"ANGEL FACE"—Robert Mitchum, Jean Simmons
"MISSISSIPPI GAMBLER"—Tyrone Power, Piper Laurie, Julie Adams
"THE CLOWN"—Red Skelton
"DREAM WIFE"—Cary Grant, Deborah Kerr
"PETER PAN"—Walt Disney Feature
"MY COUSIN RACHEL"—Olivia de Havilland
"HANS CHRISTIAN ANDERSON"—Danny Kaye
"RUBY GENTRY"—Jennifer Jones
"THE STOOGES"—Dean Martin and Jerry Lewis
"MONTANA BELLE"—Jane Russell and George Brent

Village Palm Springs

NOW PLAYING

BUD ABBOTT and LOU COSTELLO in

"MEET CAPTAIN KIDD"

— CO-FEATURE —

"CATTLE TOWN" with Dennis Morgan

WED., THURS., FRI., SAT — DEC. 24, 25, 26, 27



The Village

OPENS WITH CONTINUOUS
SHOWS FROM 1:45 P. M.
CHRISTMAS DAY
AND
NEW YEARS DAY

SUN., MON., TUES.,
DEC. 28, 29, 30

Ralph Richardson and
Ann Todd in

**"BREAKING
THROUGH
THE
SOUND
BARRIER"**

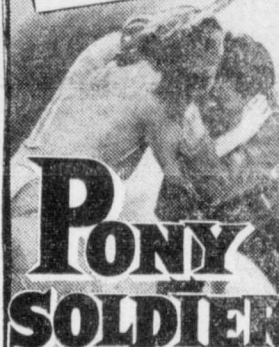
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TYRONE POWER



TECHNICOLOR
PENNY EDWARDS
THOMAS GOMEZ

WED., THURS., FRI., SAT.
DEC. 31., JAN. 1, 2, 3

When They Sing... Your
Heart Dances!
When They
Dance... Your
Heart Sings!

**DORIS
DAY
RAY
BOLGER**

TECHNICOLOR
**April
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with CLAUDE DAUPHIN

MAJOR STUDIO PREVIEW
Midnight Show - New Years Eve
AT EACH THEATRE

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HAPPY NEW YEAR

WETBACKS CAUGHT
Two Mexican "wetbacks" taken into custody Monday night by the police at the bus station were released Tuesday to Border Patrol officers.

CHARTER GOVERNMENT FOR COUNTY MAY END DEMAND FOR SECESSION

Proposal for a charter form of government for Riverside county, as outlined at Monday's meeting of the board of supervisors, met with approval as Coachella Valley Advisory Planning committee met Wednesday night at Cathedral City.

From the tone of comments at the meeting, it appeared that adoption of a charter plan will be the compromise which will end the long-talked secession threat.

PRELIMINARY REPORTS of two subcommittees of the Desert Area committee were given Wednesday night to the Coachella Valley Advisory Planning committee at its final 1952 meeting.

President C. A. Washburn of Indio postponed discussion of the reports until 1953 because they were not final, but the tone of both indicated that if Riverside county's government can be reorganized there's a good chance the secession movement will die.

Washburn read a report for the charter county subcommittee, headed by Indio's City Attorney

Alex Staples, declaring that a charter county "would substantially solve the problems of the desert area."

W. R. HILLERY of Cathedral City, chairman of the secession subcommittee, reported that it's the opinion of his group that "a charter county might be the real answer." He added, however, that the secession plan shouldn't be dropped until the other succeeds.

Staples' report enumerated certain conditions his group advocates:

1. Supervisors to be elected at large but nominated by district.
2. Redistricting of supervisorial districts 1, 2, 3 and 5 into three new districts and division of District 4, which covers all Riverside county from Beaumont to Blythe inclusive, into two districts.
3. More adequate provision for home rule and establishment of a county manager and civil service.

REASONS GIVEN for redistricting were that District 4 con-

tains 75 per cent of Riverside county's area, 30 per cent of its population and an estimated 43 per cent of its assessed valuation.

The charter county group studied San Bernardino and San Diego counties in reaching its conclusions. It reported that there are 15 charter counties in California.

A move for a charter county can be started either by a three-fifths vote of the board of supervisors or by a petition signed by 15 per cent of the voters at the November general election. In either case the supervisors then call an election to choose a board of 15 freeholders to draft a charter.

Candidates for freeholder must have been residents of the county for five years. The board of freeholders is allowed four months to prepare the proposed charter, which then must be approved by the voters.

HILLERY SAID reports have circulated in Riverside that gambling interests are behind the secession movement. He said he's not aware of it if they are, but quipped that the subcommittee could use "about 50 bucks."

Secession has been talked of, sometimes idly and sometimes seriously, for approximately five years.

Several years ago the Coachella Valley Advisory committee listened to a report on the possibility of secession. When newspapers printed stories on it some committee members claimed there was nothing official about the report and that the committee wasn't backing a move to split the county. There appeared to be disagreement within the committee on whether they were serious or not.

About a year ago the plan was cautiously revived. Some wanted the newspapers to avoid calling it "secession." So a "Desert Area committee" was formed to study alternate plans of revision of Riverside county's government or outright secession.

McMullins Take Over Operation of Hidden Springs

Hays and Robly McMullins, new lessees and operators of the Hidden Springs Ranch Club, exclusive guest ranch 12 miles east of Palm Springs on Ramon road, opened the ranch Monday.

The McMullins are known to many Winter residents of Palm Springs having spent their Winters here for some years. McMullins is a brother-in-law of John Gallois, guest for a number of seasons at Ingleside Inn and currently living in his home on Camino del Monte of the city.

The McMullins are owners and operators of the famous Lake Creek Lodge on the Metolious River, Oregon Cascades. Their lodge is the outstanding northwest Summer retreat and famed for its cuisine and atmosphere.

Hidden Springs Ranch club will be operated by them as an American plan guest ranch requiring references or personal interview for entree to insure congenial guests. Ownership of

the property remains with sites, Doyle was the creator and Charles Doyle and Lewis A. Kingsley with Doyle resident on Tree Ranch and has brought to the ranch and conducting the Hidden Springs much of the residential colony sales of the same character of development.

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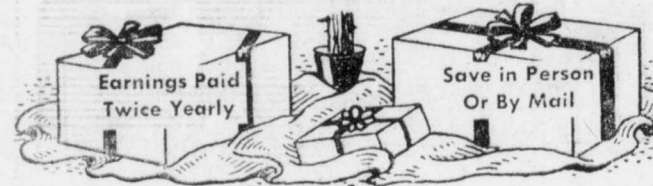
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45-149 SMURR AVE.
Phone 73416 Indio

Los Compadres Clubhouse to be Rebuilt by Jan. 1

Reconstruction of the fire-gutted Los Compadres clubhouse is nearing completion and will be completed in time for the club's New Year's eve party, President Jimmy Cooper announced today.

All windows and doors damaged have been replaced, plastering has been completed, and the structural damage has been repaired. Still needed are a new floor, electrical and plumbing work and final painting, Cooper said.

Plans are well along for the

New Year's eve party in the clubhouse, which will feature the music of Lee Morgan and his Beverly Hills Outlaws who were acclaimed at the club's Western Week dance. The orchestra is well-known for its playing of western and jazz numbers.

The public is invited to the dance, Cooper said.

The clubhouse was partially destroyed by fire three weeks ago. In charge of coordinating the reconstruction were Cooper and Warren Coble, vice president.

CV Savings-Loan Declares Extra Dividend, Ups Interest

At a regular meeting of the board of directors of Coachella Valley Savings Loan association last week, the board declared an extra dividend of twenty-two cents a share on its guarantee capital stock, according to W. H. Smith, president of the company. This makes the second dividend paid this year for a total of 52 cents per share.

In addition to the payment of this dividend to stockholders, the board set the rate of interest to be paid on Savings and Investment Certificate accounts for the next six months at three and one-half per cent per annum starting January 1, 1953. On all Full Paid Investment Certificate accounts, interest checks will be mailed out quarterly instead of semi-annually, Smith said.

IN COMMENTING on the matter, Smith said the company was making a satisfactory growth and that the earnings were such that the increase in interest rate was justifiable.

"Other leading associations, especially in the Los Angeles area are increasing their rate to three and one-half per cent," he said.

"We feel that we should give

our investors the full advantage of the return that could be acquired elsewhere.

"OUR ASSOCIATION has always been in the lead and in keeping with the trend of the times. While we may be the first in this area to pay a higher rate yet we are happy to give the most that we can to our savings customers."

"Our association was primarily organized to encourage thrift and frugality among our many customers and friends in the desert area. We feel that we are rendering a real service, having used these funds wisely. We have assisted in the financing of hundreds of homes in this area and the number of savings customers we have gained during the past three years of our existence has been far in excess of our expectation."

Museum Reports Attendance Gain

Lloyd Mason Smith, director of Desert Museum, said Friday that almost 6000 persons took part in the various Museum activities during November, this year. This is an increase of 700 over the same month of 1951. Attendance includes visitors to the Museum, participants in the weekly field-trips, audiences at the many programs of films and lectures, and at school programs. A total of over 1200 children is included in this figure, he said.

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Our Gardens in the Desert

By VELOMA WALDRON

If you are in the midst (and who isn't?) of Christmas lists and ideas for gifts, you will be sure to find a place for one or several "living" gifts of trees, shrubs or plants, and interior planters.

One of the most clever gifts at the holiday season for your favorite hostess, is miniature Christmas trees—real growing ones—in brightly wrapped containers. They are under a dollar in price, so give several to place up the front steps or line the walk or even use in her interior holiday decorations. These little trees are Aleppo pines which are one pine tree which will grow well in the desert area. This pine (Pinus halepensis) is thick in its needle foliage and

bright green in coloring, making it a very appropriate type for decorative uses. Larger sizes, of course, are available should you wish one to plant for immediate decoration in the yard.

A GREAT MANY people admire the Dwarf Arborvitae (Thuja orientalis aurea nana) which is the bright green dwarf and also very decorative as tubbed material or specimen planting. There could be no more handsome gift for the entrance or patio at any time and especially at Christmas, than a pair of these Dwarf Arborvitae. Try them planted in tubs and tie a few Christmas balls over them to add to the holiday noise.

The Cupressus arizonica or Arizona Cypress has long been a favorite in this valley for the "living Christmas tree," and no list of good garden gifts would be complete without mentioning this one. The thick inverted-cone shape is very interesting, properly placed in the garden and if one wishes to have a living Christmas tree which can be lighted each year, there is none which will grow as rapidly and show off the lighting to a better advantage than this gray-green Arizona cypress. An ideal gift for the young family! Try one tied up in a huge red ribbon bow and watch the gleam in the receiver's eyes.

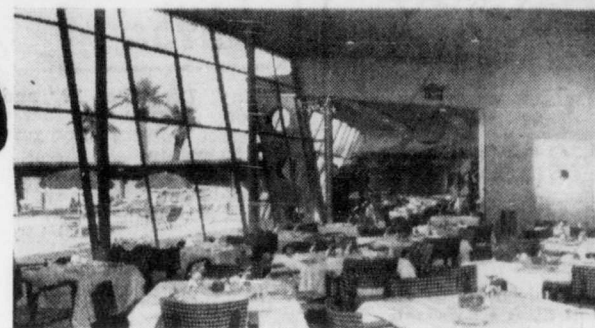
CERTAINLY THERE cannot be too many Pyracantha at Christmas time, for these bright red berries can fill many a decorative scheme. They are so long lasting and the shrub is so hardy, that many gardeners in this locality say that it is the best of all around garden material. The colors are just right for the Christmas season, so why not give a beautiful Pyracantha shrub in full berry and be sure that your gift will delight! There are several sizes available in this shrub and all with berries. No modern home is complete without some interior planting, so don't overlook this excellent material for giving. Individual plants are a handsome gift, or a "makeup" of several plants artistically arranged in a planter, would be an excellent "Mr. and Mrs." gift. These are often the solution too, for

the man or woman who "has everything." And don't forget to decorate your own front door with some outside motif to let everyone know that inside you are wishing them "Merry Christmas."

3c—The Desert Sun
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, December 22, 1952

Christmas
at the

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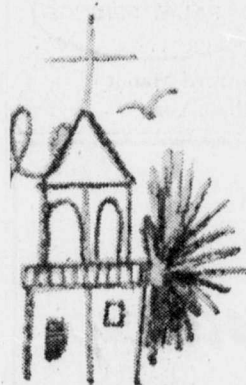
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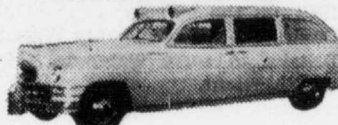
The reopening of El Mirador Hotel along with many other new establishments in Palm Springs this Season has added greatly to the wide variety of hotel facilities now available here which will continue to attract more and more visitors. There are so many places to go and things to do that we can boast of "Everything Under the Sun" in this rapidly growing desert resort area. . . . One of the greatest strides in the past year has been the addition of two new golf courses . . . Palm Springs offers its visitors and winter residents a really exclusive resort, untainted by city traffic, factories or smog . . . There is no place quite like it in America for winter residence or vacation.

The Desert Sun
PALM SPRINGS

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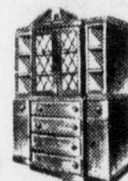
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Like New in Every
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Desert Inn
Garage

193
N. Palm Canyon Dr.

4c—The Desert Sun
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, December 22, 1952



Friday, December 19, and a nice day despite the fact that the desert flowers may get another irrigation.

What am I doing... lapping up the luxury?

No, I'm sitting in a dentist chair.

But where?

That is the point of the story! In a very well appointed office in the building that was my office back in 1938. And the dentist is Bob Hekel. He is well known to the local kinfolk. Been here most of the Summer to watch the building of his beautiful home on the Desert Sun Ranch which is adjacent to the 13th green at Thunderbird. Well anyhow; Bob's hands are as deft on my molars as they were in laying out that new home! Sitting in this plush chair I can't help some reminiscing about this building. Most of the old time Palm Springs real estate men knew it back in 1936 when Rufus Chapman sold the Rancho Mirador property. The lots were two hundred and fifty bucks and up for three quarters of an acre. We would bring prospects a way out from Palm Springs... 10 miles.

But in those days the Villagers thought the present Palm Springs Plaza was A WAY OUT of town. Town being defined as the immediate area around the post office across the street from the Desert Inn. But to get on with the yarn—in '36 Lawrence Macomber gave me the title of tract manager with possession of this four bedroom building. I was to have one of the bedrooms for an office. The other three were to accommodate the many potential prospects they would send down from Pasadena and their other successful subdivision, Emerald Bay at Laguna. The folks came down! They occupied the bedrooms for a week-end or a week with kitchen privileges in the community kitchen service. It was well set up. We had five or six, not matching, dishes and a few pieces of tin ware. They were all swell folk. But there wasn't the slightest sight of a prospect for two years of these jolly weekends before the war, the group sent down to occupy the rooms, included a David Blankenhorn of Pasadena. At breakfast I mentioned having lived three years in Catalina. After, while washing the

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HICKS, HAROLD J.	2736
813 N. Palm Canyon Dr.	
ISRAEL, ADOLPH	2981
671 N. Palm Canyon Dr.	
A. H. JONES CO.	4644
600 So. Palm Canyon Dr.	
MATHEWS, CHAS. J.	5308
315 N. Palm Canyon Dr.	
MILLER, FRANK W.	2929
428 N. Palm Canyon Dr.	
MUNHOLLAND & CO.	3673
1059 N. Palm Canyon Dr.	
NICHOLS, CULVER	2182
861 N. Palm Canyon Dr.	
PALM SPRINGS REALTY CO.	
507 N. Palm Canyon...	2742
RANSOM REALTY CORP.	
884 N. Palm Canyon	2793
ROCKS, MADGE O.	
P. O. Box 669	7375
SHEPTENKO, PETER B.	2727
475 N. Palm Canyon Dr.	
VENGER, LOUIS	2-5582
331 E. Amado	
WILLIAMS, JOHN W.	
423 N. Palm Canyon Dr.	3311
WRIGHT, BILLY	5727
285 N. Palm Canyon Dr.	
CATHEDRAL CITY	
BILES, RUTH	8-4371
56 Glenn	
BLAKELEY, M. H.	8-4313
HILLERY, WILLARD R.	8-3417
JORGENSEN, E. M.	8-3401
68-574 Broadway	
SHERILL, R. H. "Bob"	8-3534
707 and 713 "D" St.	
COACHELLA	
RALPH L. STEPHENS CO.	
Hill Ave. and Hiway 111	
RANCHO MIRAGE	
EWART, ESTELLA C.	8-4203
PALM DESERT	
CORPORATION PROPERTIES	
Shadow Mountain Club	
Phone: Palm Springs 8-4686	
Palm Desert 76-2911	
E. P. Hupp, General Manager	
S. S. (Dinty) Moore,	
Coordinating Broker	
EDITH EDDY WARD	
Palm Desert	76-3431
73-667 Highway 111	
INDIO	
RALPH L. STEPHENS CO.	7-7371
Lupine Ave. at N. Jackson	



SCREEN STARS AT SHADOW MOUNTAIN—Mr. and Mrs. James Stewart and Steve Cochran, right, enjoy a get-together at Shadow Mountain. Other recent visitors to the famous resort were Olivia de Havilland and the William Holdens.

breakfast dishes and passing them to Blankenhorn to dry, he said casually, "Catalina, huh! ... I sold Catalina to William Wrigley." What kind of weed is this guy smoking, my mind raced as I gave him a swift eye and handed him another dish to dry. For a couple million bucks, I suppose! "Exactly, how'd you guess," was his answer. Now I am certain beyond any doubt that he is smoking some kind of weed. But believe it or not, a check of Earnest Windles "History of Catalina" a few days later, proved my roomer did sell Catalina to Wrigley. And so it went. ... Blankenhorn didn't spend any of the two million here—the other guests of the fine hostelry didn't buy... but still others did. Slowly a house went in, here and there. Lawrence Macomber died in 1940 and this building has been sold six times since. Two of the sales being to Ronald Button, the present owner. Each owner added or took away something. Twice the building has been a cafe and for a year or more with the aid of Dr. Claude Church we formed an American Legion Post known as Rancho Mirador 701. The post rented the building as a clubhouse and we got a beer license. During this time Ron Button, who was then state commander of Amvets, sold us a bill of goods to start a local post of that organization. So, Bill Rashall, your truly, Frank Bogart and Dr. Church on a fine Spring evening started the Palm Springs post of Amvets with a membership of 35 or more. That operation too took place right in this landmark. Today, the Legion Post has folded. Amvets locally have folded, but the building gets better all the time. It's "But-

DHS to Ballot on Water District on February 3

The people of Desert Hot Springs will vote on February 3, 1953, on the proposal to form a Desert Hot Springs County Water District to serve water to the health resort.

County supervisors set the date for the water election after a hearing at which no one made a protest against the petition for

Failed to Register as Ex-Con, Charge

Earl Edward Beurman, 26, 463 North Indian avenue, was arrested Wednesday on a violation of City Ordinance 183, failure to register as an ex-convict.

Trial date was set for December 30 at arraignment before Judge Eugene Theriault Thursday. Beurman was released on \$50 bail.

ton Pink." It houses Ron Button's tract office and his water company. And, as of this fine Friday morning, Cameron sitting in Bob Hekel's dentist chair. Ouch! Cheerio Amigos.

If you want to really
thrill your family this Christmas

make your gift the wonderful
HAMMOND CHORD ORGAN

It's the revolutionary new instrument that makes it possible for every member of the family to play rich, full chorded organ music at once. Just imagine Christmas morning, and cards on your own Chord Organ! No one in the family needs to know how to read even a note although you can play from standard music if you wish. No lessons are necessary. Just spend half an hour with the easy picture music, the simple instructions, and the Hammond Chord Organ. You'll marvel at the beautiful music you can play, the hundreds of famous selections you quickly learn, at the hundreds of rich organ tones. Arrange for this supreme gift this Christmas—for your family and yourself! Convenient terms.

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"EVERYTHING IN MUSIC"
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without bench)

Motorist Cited After Accident

William Brill, 40, 795 North Patencio road, was charged with driving without a valid driver's license following an accident at 5:40 p. m., Wednesday, when his car sideswiped a parked car while he was attempting to park near a business establishment at 1020 North Palm Canyon drive.

Driver of the parked car was Lee DeBoer of Oakdale, Long Island, New York. Damage to his car was estimated at \$375, and to Brill's vehicle \$500.



Christmas is really for kids. But what are grown-ups, except kids? Remember when you were a kid and you particularly enjoyed a Christmas gift that wasn't the same one all the OTHER kids on the block got, and the great pride you had in giving one? If you do... you will want to do some Christmas shopping with Andrea of Palm Springs.

Andrea features the UNUSUAL... charming, unique, few-of-a-kind gifts, carefully combed from the corners of the world... Lovely things for lovely people.

Andrea
OF PALM SPRINGS

Lobby - Howard Manor
572 No. Indian Ave.

El Mirador Hotel

NEW COTTAGES
AVAILABLE FOR THE SEASON
DECEMBER THROUGH MAY

Complete hotel service and all guest facilities.

These are beautifully furnished, fully equipped 2 and 3-bedroom residences with living room and kitchenette.

See or phone Mr. Sawyer at El Mirador
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A Complete Stock of Sick Room Supplies

Hospital Beds	Crutches
Folding Wheel Chairs	Invalid Walkers
Bed-side Tables	Oxygen Therapy
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Elastic Stockings	Abdominal Supporters

Everything for the Sick Room
Ask Your Doctor About Us!

William A. Francisco
Edward Mullins

Desert Golf

By Helen Dettweiler

There is a golf course in the United States one hundred feet below sea level—and I understand there is one in Bolivia at an altitude of 13,500 feet! There are holes 700 yards long—and some 35. But the holes and courses we like best are right here in the desert—and our preference seems to be shared by many an avid golf fan from Seattle to Miami—from Portland, Oregon to Portland, Maine and all points in between.

At Thunderbird recently there have been some sizzling rounds. Open season must have been declared on birdies and record rounds—one of the first to show her wares was Mrs. Richard Guelich who shot her best nine holes with a neatly carved 38 on the tough front nine. As happens to even the best, the pressure was a bit on the heavy side as she teed off ten and two shots immediately sailed out of bounds—but even with the four stroke penalty she ended the eighteen carding 44 on the final nine. To prove it was no fluke, next day she fashioned a 38 on the incoming section of the course. Her husband was not to be outdone — following close behind her he made his opponents yell for extra strokes when he dropped three threes in a row on four, five, and six. In that first 38, incidentally, Marydel Guelich sank birdies on two of the toughest holes — three and seven—and almost snagged another on 8 when her tee shot landed a mere four feet from the cup and her putt refused to drop. At that her finish was 43-4.

Another who is bringing her handicap down as a result of hard work is Mrs. Paul Prom whose best score until last week was a 93. The first time she landed under that mystic 90 mark she lopped two strokes off for a most commendable 88. She must have decided this game of golf was easy for next day saw her playing the course from the men's tee markers, and the card showed 91 blows! Still in the groove after a day's layoff, Mrs. Prom found herself a 93. Proves what diligence can do—and here's a prediction that before season's end the more enchanted mark of 80 will be broken by this gal...

Someone you'd little suspect of being bitten by the golf bug is Alice Faye Harris—after ten lessons she's comparing blisters and slaving every spare moment like mad on the practice tee. She has worked so hard that she now has a good-looking swing and before very long we'll be seeing her working on the course for a handicap.

Some of the golf fans around this area have inquired into the feats of Beverly Hanson who turned professional just a year ago with the MacGregor Golf Company after copping all the amateur titles that the play-for-pay ranks was the Eastern Open in Reading, Pennsylvania which she won by setting a new competitive mark for 54 holes of medal play—215 blows which, if you're quick at mathematics, produces an average of just under 72 for each eighteen! Something inexplicable happened following that victory and a slump resulted that dogged her footsteps to Florida and completely through the tournament season. Realizing the only way to foster a comeback is hard work Bev has been in training since the first of November and is stroking the ball with the ability she showed in her top amateur days, so watch for her name in big print when the competitive season opens up. She has been on the practice tee and course daily with the same vigor and keenness she once showed so I'm going out on a limb and prophesying that if she doesn't end up in the number one spot among the women pros she'll be giving that charmed place a good run for the money.

This is not meant as an advertisement but if you should be wandering close to Thunderbird you should drop by the shop for some suggestion for that last-minute present for the hard-to-please guy or gal who has just everything. Eddie Susalla and his very capable staff have decorated a Christmas tree and put the entire shop in a holiday mood—and last summer when Jimmy Hines and his lovely wife, Irene, were in England they selected an outstanding array of handsome sweaters—cashmere and alpaca—argyle socks, slacks, everything to please even the most fastidious. There are clip watches, bill clips, shaving accessories—just everything that would delight the heart of any golfer. One of the finest selections of women's gifts is on display too—

EL MIRADOR SUPPLEMENT

Section A

The Desert Sun

and PALM SPRINGS NEWS

Vol. XXVI Palm Springs, Cal., December 22, 1952 No. 24



"Beneath the Tower of the Stars"

El Mirador

HOTEL PALM SPRINGS

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El Mirador HOTEL



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My sincere gratitude to Mr. E. Roy Fitzgerald, president, and all members of El Mirador Hotel for your complete confidence and co-operation.

Helen Franklin

Formal Opening of El Mirador Hotel Colorful Event



BELIEVES IN PALM SPRINGS—E. Roy Fitzgerald, president of National Hotel Enterprises, Inc., owners of El Mirador, predicts a great future for Palm Springs.

E. Roy Fitzgerald, President of El Mirador, Predicts Brilliant Future for Palm Springs

By BILL RASHALL

"Palm Springs, due to the growth of California, and because of its proximity to great metropolitan centers, has a great future. I saw what happened to Miami and I predict the same will happen here and perhaps the growth will be even greater."

That statement was made by E. Roy Fitzgerald, president of National Hotel Enterprises, Inc., owners and operators of El Mirador hotel, Palm Springs.

Backs It Up

And furthermore, such predictions as everyone who has lived here a long time knows, have been made often by visitors but seldom by a man who backed up that opinion by investing hard dollars in that very belief.

A man of incisive words, a human dynamo, who attained success in his own business the hard way, E. Roy Fitzgerald does not only believe that El Mirador will be a huge success but is of the opinion that other lavish hostilities such as El Mirador will be many in Palm Springs.

No other factual businessman, who fought to the top of the heap in the toughest business in the nation, the operation of transportation systems, ever planned himself figuratively in the heart of Palm Springs and proclaimed with the use of hard cash—and heaps of that substance too—that Palm Springs is going places and I want to go with it.

Easy to Talk to

Napoleonic in stature, a thorough believer in organization, according to the key men who have worked with him for many years, Fitzgerald is as easy to talk to as the gardener mowing the grass outside your home. He looks the speaker squarely in the eyes and if it is a question that is being asked the answer is forthcoming and quickly.

Once he made up his mind to purchase the shell of the old El Mirador hotel, and according to those who were present, that didn't take long, Fitzgerald set about quickly to gather about him men of great business stature from many corners of the nation. Today they are associated with him in the National Hotel Enterprises, Inc. Incorporated. Once that company was organized Fitzgerald was quickly elected to the presidency.

E. Roy Fitzgerald is president

of the National City Lines, Chicago, a company which operates transportation systems in 42 cities in this country. It is a business that is the constant target of every petty politician in which the various systems operate. The same is true with any transportation system operating anywhere in the country. The business is open to criticism by thousands of patrons with real or fancied disservice.

Hundreds of these companies have gone bankrupt in the last few years. There are many reasons why this has occurred—the growing use of the automobile, paved highways and politicians, as has been said before.

But E. Roy Fitzgerald heads an organization with 42 such transportation systems. Among them are the Los Angeles Transit system, one in Oakland, St. Louis, Baltimore and other large metropolitan centers.

Difficult Task

It's a tough grind to keep abreast of every little thing that may arise—a little thing that may grow to giant proportions and cause a business to sink.

That doesn't happen in the E. Roy Fitzgerald corporation. He has always gathered about him men who know their business and who describe the clock as an oval contraption with two hands that move across its face. Hours mean absolutely nothing to Fitzgerald either.

That's why when it was said above that the statement about Palm Springs has a rosy future, often said but never voiced by such a steel-framed character as E. Roy Fitzgerald.

Made Own Way

Another thumbnail sketch of the man, who is a two-fisted businessman is that he climbed to the top of his own particular ladder of success without the assistance of great wealth handed down to him by his father.

E. Roy Fitzgerald started out in the transportation business in 1919 in Minnesota. He had moved with his parents to the "Iron Range" of that state at the age of eleven. He was born in Nebraska. In 1927 he moved his operations to the city of Chicago after disposing of the then young company's interest in the Greyhound bus company.

Company Expands

It was then that the keen

business acumen of Fitzgerald came to the fore with greater force than before. The company bought but always at the right price, it is said, transportation companies in various cities whose "backs" were up against the wall and no place to slide. In California the company operated transportation systems in Long Beach, San Jose, Glendale, Pasadena, Stockton, Sacramento and other communities.

When E. Roy Fitzgerald makes the statement that Palm Springs has a great future he firmly and definitely believes in his words. So do the men associated with him. They too, believed so much they put hard round dollars into the new Mirador hotel.

Still Growing

Factually here is, exactly what Fitzgerald said: California is still growing. It has already grown tremendously. Palm Springs will be a great resort community. The best in the west. I saw what happened in Miami and I expect the same to happen here. The growth of this town may even be greater than that enjoyed by Miami and there will be other hotels like the El Mirador erected as time goes on.

When Fitzgerald talks about Miami he also speaks with the eye of an expert businessman with local experience.

"I fell in love with Palm Springs two years ago when I visited the ranch home of Mr. and Mrs. William Reichel at Rancho Mirage. The climate here is wonderful."

Seizes Opportunity

The opportunity to purchase El Mirador presented itself to Fitzgerald sometime last December. It was then owned by an investment house in Los Angeles. After an inspection of the grounds and the hotel it did not take much thinking on the part of Fitzgerald to buy the hotel. It is not known whether he did or did not consult his present associates but it is known that he ordered a cash option to be placed with the then present owners and the deal was on.

It took exactly one year to complete the hotel as it is today. Nothing in the way of money was spared to make it one of the most beautiful resort hotels in the country.

Gay Affair High Spot of Season

Fabulous El Mirador opened December 13th in a blaze of glory that dimmed the desert moon and stars. Searchlights circled the sky, and from its lighted tower to its spotlighted palms it was a radiant spectacle.

Society notables, celebrities of stage, screen, radio, television and newspaperdom were there for the gala occasion. Famed beauties, gorgeously gowned and jeweled, important personages, and visitors from far and near joined Villagers in the festivities.

Early in the evening, lovely Paramount star Joan Taylor, currently costarring in "Savage," snipped the wide silk ribbon at the main entrance to El Mirador, formally opening the beautiful resort to the world, and General Manager Frederick R. Clausen and Mrs. Clausen stood by to welcome the guests.

Limousines and convertibles rolled around the driveway to discharge passengers, whose names would read like a list of "Who's Who" . . . and not just for the West Coast, but from all over the country.

Notables Present

Newsreel cameras whirled, pencils scratched furiously, flash bulbs flared, and microphones hummed, as notable after notable entered the expansive contemporary-styled lobby.

There was the flare of flash bulbs and the clicking of cameras in the great lobby, where masses of flowers and planter effects, and fire in the enormous circular fireplace enhanced the stage setting. An intriguing indoor-outdoor effect has been achieved by the use of plate glass floor to ceiling so that it permits a spectacular view of the terrace, the lighted palm trees, and the illuminated blue pool.

Later, mink and sable coats and stoles overflowed the cloakroom as the huge, exclusive gathering converged in the El Mirador Room, Starlight Patio, Garden Room, and Supper Club for a sumptuous dinner prepared by world-famous chef Gabriel Anet.

Beautiful El Mirador Room, with its luminous pastel mural, its draperies fashioned of enameled bamboo and hand weaving, its amusingly unreal birds in wrought iron cages, and its impeccable table settings, was a brilliant scene as the hundreds of guests dined and danced to the music of Jerry Gray and his Band of Today assisted by Bill Bardo and his combo. Rare foods and costly champagnes were on the menu.

Huge Success

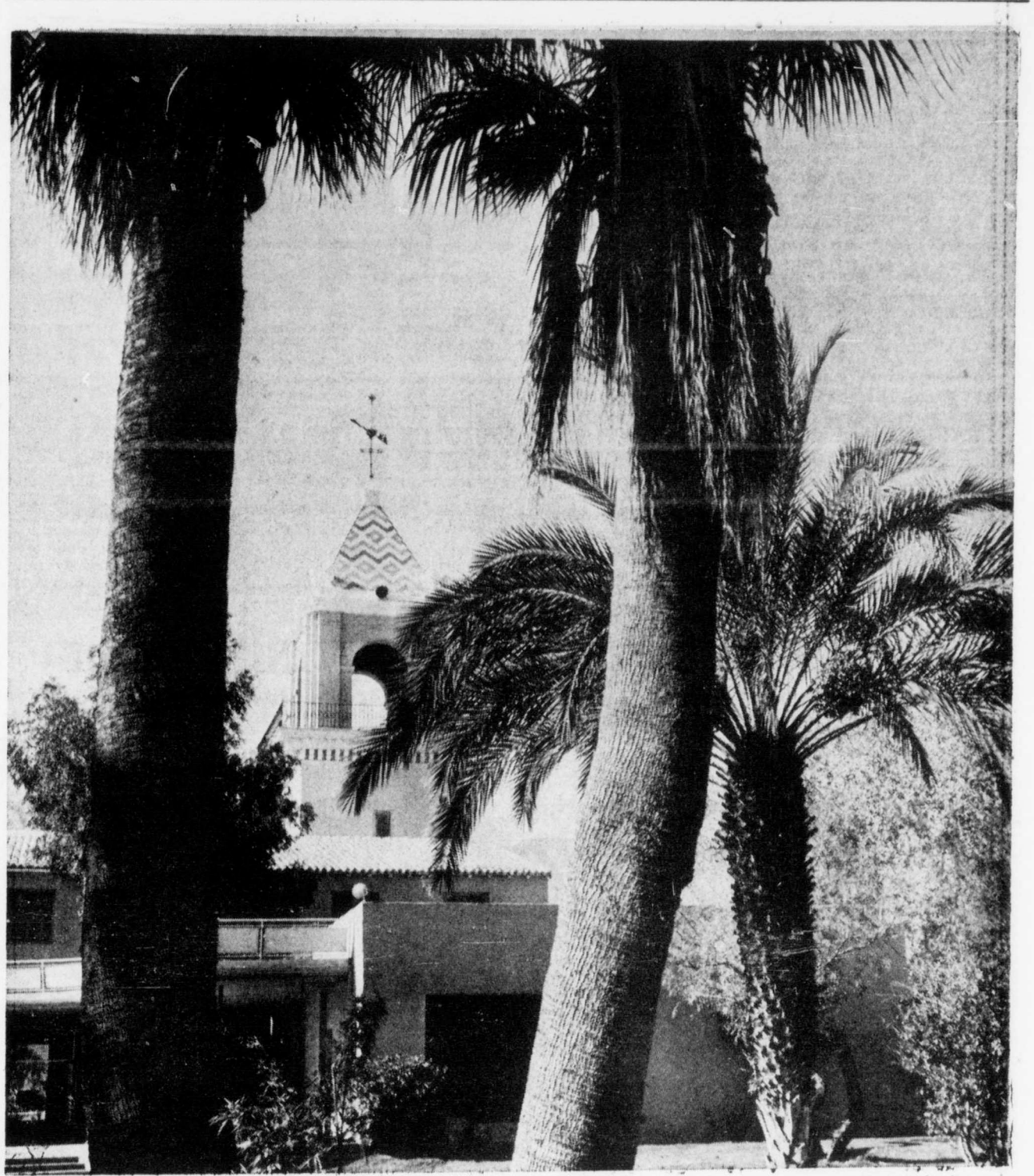
The evening was a huge success and both society and entertainment folks agreed that, indeed, El Mirador will take a top step among beautiful American resorts.

Among the many stars attending the event were Van Johnson, Ed Wynn, Doris Day, Arlene Dahl, Fernando Lamas, Will Rogers Jr., Peggy Castle, Claire Trevor, Ken Murray, Preston Foster, Esther Williams, Ben Gage, John Agar, Robert Cummings, Dick Wesson, Frank Lovejoy, Gene Nelson, Jan Clayton, Charles Farrell, William Powell, Andrea Leeds Howard, Richard Carlson, Celeste Holm, Paul Henreid, Wally Ford, William Demarest, John Standley, Ann Gilman, Rhonda Fleming, Gisele MacKenzie, Jimmy Wakely, June Christie, Les Baxter, Elroy Hirsch, Gail Patrick, Helen O'Connell, Leo Durocher, Lorraine Day, Tony Martin, Cyd Charisse, Ralph Kiner, Nancy Chaffee Kiner, Penny Edwards, Ann Gwynn, Alan Mowbray, John Russell, Ann Baker, Dawn Addams, Richard Long, and Marshall Thompson.

Spectacular Vista

The formal opening, with all its pageantry, culminated many months of work by an army of workmen. Artisans of every kind labored long and well to restore the great hotel to its former glory. Many think that today's \$5,000,000 hotel surpasses the one which first opened its doors in the 1920's. They say that even as Palm Springs has grown, and become more beautiful, so has El Mirador. That in restoring it National Hotel Enterprises Inc. has set a crown jewel in the desert setting.

From its luxurious bungalows, built on a guest-ownership basis to its rooms which start at about \$22 a day, from its seven dining rooms to its enormous kitchens where Chef Gabriel G. P. Anet holds sway, they have sought and found perfection.



BEAUTIFUL GARDENS, SPACIOUS LAWNS—Leading from the rear entrance of the main building of El Mirador Hotel are the beautiful gardens and spacious lawns which abound on the 21-acre property. Historic palm trees transplanted many years ago bring the desert atmosphere to the otherwise

modernistic El Mirador. In the background is the El Mirador tower, tallest point in Palm Springs, which provides guests with excellent views in all directions. The steps pictured lead to the outdoor patio at the rear entrance, where guests may dine or partake of refreshments while enjoying the famed Palm Springs sunshine.

Enchanting Spot at El Mirador



INFORMAL ATMOSPHERE—Focus of attention, where parties are likely to gather, is the unique and beautiful round fireplace with its circular bench, surrounded in friendly fashion

by comfortable chairs. The bamboo draperies with their hand woven design have been much admired. The broad windows provide a view of the gardens and the swimming pool.

Name is Well Suited to El Mirador

California, with its Spanish background, has made lavish use of Spanish names but few are

better suited than the application of "El Mirador" to Palm Springs newest glamour spot. "El Mirador" means "a spectator," "a looker-on," and the drama of the beautiful hotel will draw many of these. It also means "a gallery which commands an extensive view" and certainly, El Mirador's famed tower qualifies.

Vista Val Monte The First Name of El Mirador

First name of the El Mirador hotel under construction in the Fall of 1927 was Vista Val Monte,

"view of valley and mountain." By the time of the opening on January 1, 1928, it had been changed to El Mirador, with no explanation given in the news columns of The Desert Sun.

Between 150 and 200 men were constantly employed to build the El Mirador hotel in 1927.

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Our very best wishes for
success to...

El Mirador

George and Ethel Strebe



Long-Time Villager Reviews Story of El Mirador

By PRISCILLA CHAFFEY

It was in April, 1942, that the flag was hauled down on the fabulous El Mirador and the hotel, along with millions of other Americans, laid down its civilian status to serve the army of the United States. El Mirador hotel became Torney General hospital.

Curiously enough, Warren Pinney, manager and owner, with his gift for showmanship and doing everything in the dramatic manner, was almost alone when El Mirador's flag drifted slowly down the flag pole.

The end of an extravagant and brilliant epoch in Palm Springs history closed quietly on that still afternoon in April.

Nobody had very much to say because the master of El Mirador was weeping and so were the handful of Villagers gathered for the ceremony.

Start of an Era

El Mirador's first opening on New Year's Eve in 1928, raised the curtain on a new and lavish era in Palm Springs history. Before that grand and glorious party, it was the general opinion among Villagers and visiting celebrities that dinner coats and evening gowns just didn't "belong" in the desert.

The sumptuous lobby, the beautifully appointed dining room and dinner music, the whole extravagant picture got everybody over their simple life and old clothes complex in a hurry. Dinner dancing and evening clothes came to the desert to stay and to flourish.

The original dreamer of what was, at that stage of the resort's development, a perfectly fantastic enterprise, was probably P. T. Stevens. P. T. was a rugged pioneer in a rugged community and he possessed great courage and imagination. He owned the North end from the O'Donnell Golf course on out, and wanted to encourage its de-

The Author

Mrs. Priscilla Chaffey is the former editor and co-owner of the *Limelight News* and is known for the many interesting stories she has written about the early days in Palm Springs, and for her editorial wit. She was a staff member of *The Desert Sun* the past two years and is now living in Pacific Grove, Calif.

velopment. He was successful in interesting capital in the venture of a big resort hotel and was himself a large investor.

Following its gay opening, El Mirador's graceful tower became overnight a symbol of resort luxury which was known and advertised throughout the world.

Publicity Begins

Warren B. Pinney, the hotel's manager and part owner, believed in publicity and promotion, and he believed in lots of it. Palm Springs hadn't given these matters much thought in previous years, but following El Mirador's opening, the period of the swimming pool and the press agent took over. Bright young men with press cameras appeared around the tennis courts and pool of the hotel to photograph and chronicle the goings on of the wealthy Winter guests.

Local residents who cut their eye teeth on El Mirador publicity were Tony Burke, who succeeded in putting the idea across on a national scale that girls wore shorts in Palm Springs! The Chamber of Commerce dis-

approved of such unseemly exposure, but Eastern editors loved all that reflected sunlight in the middle of Winter.

Frank Bogert took a turn at El Mirador's publicity with outstanding success. Frank cooked up breakfast rides into the desert for El Mirador guests. They were photogenic. He also turned the tide more toward Western living and colorful Western outfits. Another of his accomplishments was getting a window set into the side of the pool below the water level so he could take pictures of girls under water.

The idea caught on like a house afire—and all with a Palm Springs dateline. Another El Mirador publicist of the early days was Earl O'Day.

Pinney, who did all his financial thinking on a very high level, established a price scale for accommodations which was beyond anything Palm Springs had ever heard of or imagined. In Pinney's book, luxury resorts are maintained by people with vast fortunes. No other need apply. There is no question but that this bold philosophy on Pinney's part had a tremendous influence in establishing Palm Springs as the country's number one, razzle dazzle, gilt edged resort.

There were fights, there were suicides and prominent guests occasionally running amuck and leaping off the hotel's 90 foot tower. While timid souls tried to hush up such affairs as adverse publicity, Pinney's final comment on the subject always was, "Just spell the hotel's name right."

One quality El Mirador maintained throughout its life in the

luxury bracket: everything was always the best; the most superlative and the most notable. When a group of gangsters once registered as guests, they were no paltry, unknown gangsters. Heaven forbid! They were the most notorious in the United States and about as welcome as a herd of African lions.

When a prominent movie star who drank not wisely, but too well, started to rip up her suite in a tiff with the management, the damage wasn't a mere thousand dollars. It was six thousand. She paid it, too.

Tremendous Parties
There were, of course, tremendous parties. The floor show made its debut on the desert at El Mirador. Christmas eve was always in the sentimental tradition, with Village moppets joining the guests for presents around the lavish Christmas tree. Santa Claus was always Dutch Smith, Olympic diving champion and the hotel's pool boy. Dutch was probably the most consistently popular figure around the hotel. He had a very rare quality in the Palm

luxury bracket: everything was always the best; the most superlative and the most notable. When a group of gangsters once registered as guests, they were no paltry, unknown gangsters. Heaven forbid! They were the most notorious in the United States and about as welcome as a herd of African lions.

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There were, of course, tremendous parties. The floor show made its debut on the desert at El Mirador. Christmas eve was always in the sentimental tradition, with Village moppets joining the guests for presents around the lavish Christmas tree. Santa Claus was always Dutch Smith, Olympic diving champion and the hotel's pool boy. Dutch was probably the most consistently popular figure around the hotel. He had a very rare quality in the Palm

Springs of those days. He liked people more than money. He took neither himself, nor the hotel's very important guests, at all seriously. He now owns a swish men's shop in La Jolla.

One incident that taxed the hotel's ingenuity and from which it emerged with flying colors, was the flood of 1938. This was the one which will be long remembered by Francis Crocker, for it knocked out the power lines for about a week. There was no gas in those days and Palm Springs did its heating, lighting and cooking with electricity.

El Mirador's entire kitchen crew moved out into the patio in the pouring rain to cook the same delectable filet mignons and eggs Benedict over open braziers to the light of oil flares. It was a weird sight and it went on for days, but the morale of the most temperamental French chef was so good, and the satisfaction of the most finicking guest was so well served, that the incident was one of the great larks of the hotel's history.

The personality of Warren Pinney is so closely allied with

the success and saga of the hotel, his niche in the history of Palm Springs is an important one. To Palm Springs, he was a new type. He was a promoter. Handsome, aggressive, witty and somewhat cynical, he was out to give people with a lot of money what they wanted for a Winter vacation in the sun. He was courtly with the dowagers and rollicked about with his sporty, fast living guests with equal success.

Active in Village

Formerly a successful lawyer, he was active in Village affairs from the start and established the Palm Springs Associates, an organization devoted exclusively to Palm Springs advertising and promotion. He was also one of the chief organizers of Vacueros del Desierto. This was an annual riding junket patterned on the Santa Barbara group and some 150 wealthy sportsmen gathered annually for the colorful five-day ride into the desert. They were accompanied by every luxury El Mirador could provide. No Indian Maharajah could have "roughed"

it in greater luxury or been better entertained en route.

Among noteworthy guests of the great hotel in its hey day were the Picard brothers, the French experimenters into the stratosphere. Salvador Dall wrote a book in part of his stay at El Mirador. Philip Wylie used the hotel for a setting for one of his books and another frequent guest was Louis Bromfield. Ely Culbertson and his wife played bridge and the late John J. Kascob relaxed from the rigors of big politics. Among the earliest guests was Reuben Fleet, then president of Consolidated Aircraft, and now a Winter colonist.

Another prominent visitor was Industrialist Walter Chrysler. Amos and Andy clowned through every Winter season. Lily Mars, who founded the Mars candy bar empire, stayed there. The list is endless.

Then came April, 1942, and the end of a dramatic, colorful chapter in the history of the Village, a colorful story which is being re-enacted with the reopening of the far-famed hostelry which is El Mirador.



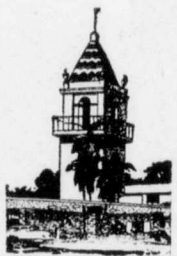
AT THE PARTY—This scene was taken in El Mirador's Supper Club Thursday evening, when the management arranged a cocktail party for hotel owners and managers. Pictured, from left, Frank Blasey, M. O. Anderson, Mrs. Anderson, Ed Houghton, and Tom Miles, manager of La Quinta hotel.

We appreciate

... having had a part
in the rebuilding of
the beautiful—

El Mirador

... and thank its new
owners for what they
have done for Palm
Springs.



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Greetings and very
best wishes to the
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El Mirador Hotel's
brilliant addition
to resort facilities
in the Desert Area.

§

Thunderbird



Ranch & Country Club
Palm Springs, California





IT TOOK A LOT OF TOOLS

To complete the remodeling of El Mirador Hotel's 21 acres of buildings and grounds, it took a lot of tools. Yes—and it took a lot of materials. But most important of all, it took a lot of people. People of courage, industry, honesty and pride. To these people, from designers, decorators and craftsmen to helpful villagers whom we have come to know as our friends, we open more than our doors—we open our hearts, in gratitude.

Frederick R. Jensen
MANAGING DIRECTOR,

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El Mirador Hotel's 21 acres of

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H. L. Fawcett
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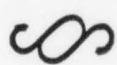
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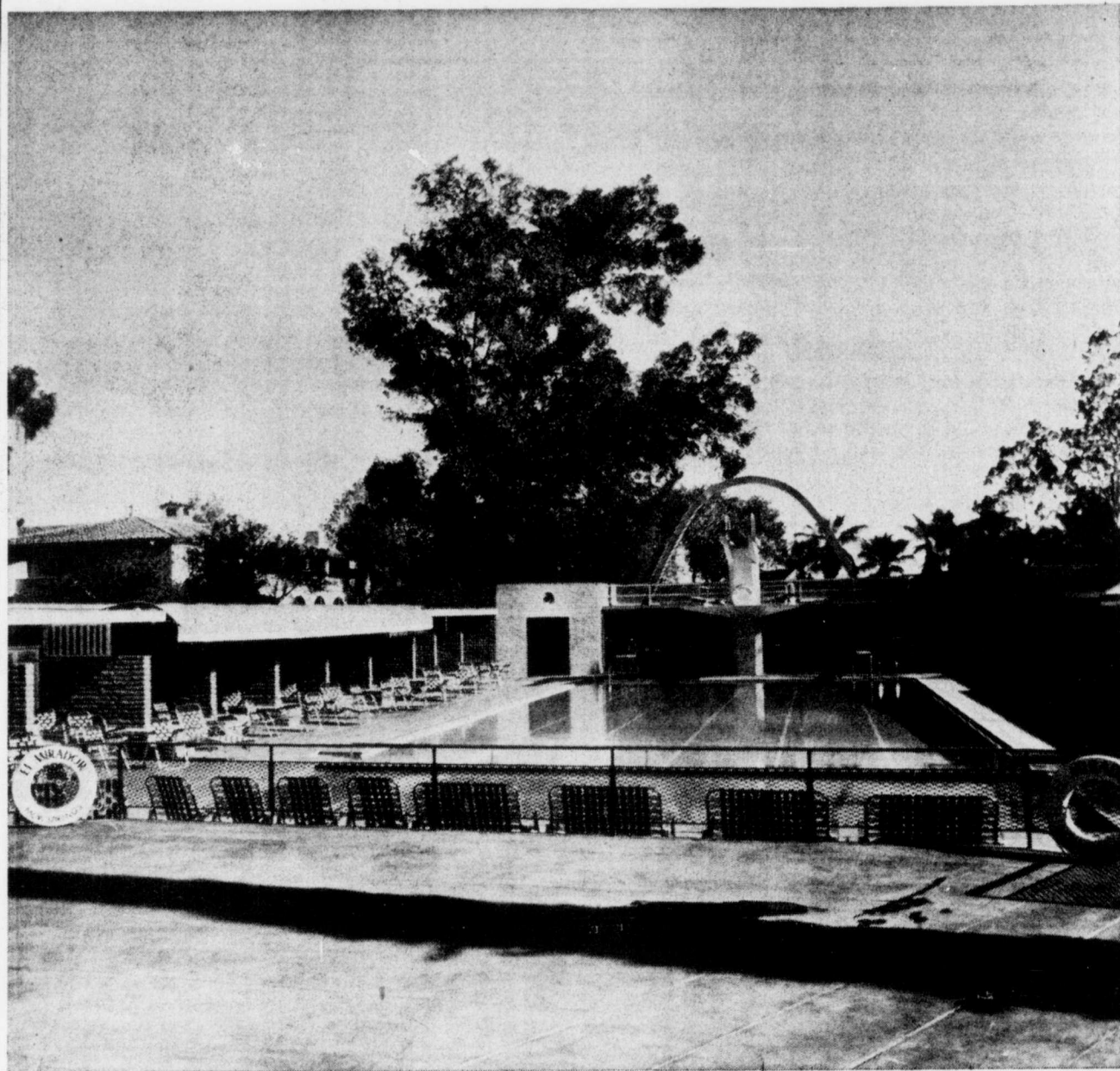


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310 So. Indian Ave.



OLYMPIC SIZE POOL—Luxurious El Mirador Hotel keeping pace with all its other outstanding features boasts an Olympic size swimming pool. Ideally located for the convenience of guests, the pool is fronted by the beautiful gardens leading from the main patio and is backed by the Hawaiian atmosphere

of the South Pacific Room. Outstanding features include two one-meter boards, two three-meter boards, one 15-foot board, 17 cabanas, a sun deck overlooking the pool, and a terrace for style shows. On the sides of the pool are comfortable chairs and lounges where guests may dine or just relax in the sun.

Richard Takes Charge of Hotel Health Affair:

When it comes to good health, we are really in good hands here in Palm Springs this year. And those are the hands of Richard the Masseur, who is in charge of the gymnasium of the new El Mirador Hotel.

Richard is actually a European importation, for it was in Europe that he obtained his extensive training and developed

his effective techniques. Always an athlete, he specialized in physical training, cycling, running, boxing and gym work. With this background, he has incorporated all phases of physical culture, with the revitalizing techniques of massage.

His experience in America is transcontinental, for he has two successful seasons in Palm Beach, Florida, to his credit; as well as intermittent seasons with some of the most exclusive and prominent health clubs in New York City.

But Richard really belongs to Palm Springs. He counts his

years on the desert by a round dozen and long ago established himself as an integral part of the Palm Springs community. For four years Richard was identified with the Racquet Club and since then has been free-lancing, with each successful year establishing an enviable reputation as the leading masseur in Palm Springs.

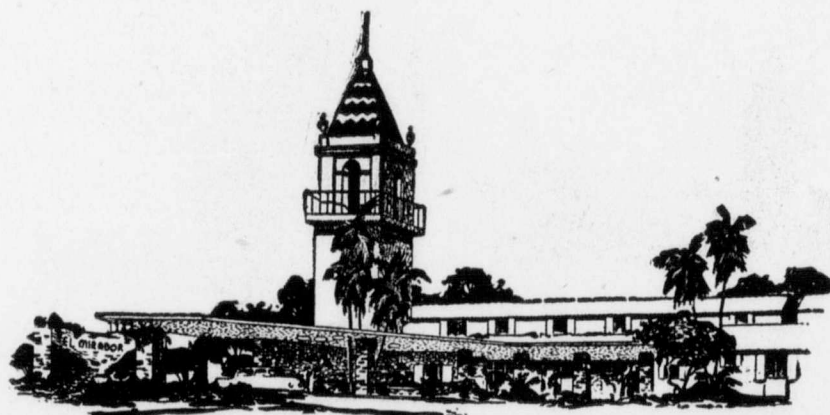
Richard right now is busy equipping the gymnasium with the latest equipment for the convenience and health of El Mirador guests and Villagers.

Ten Dining Rooms at El Mirador

Seven public dining rooms and three private dining rooms are featured in the El Mirador hotel. The dining facilities are: Main dining room, Garden Room, Palm Terrace, Starlight Patio, Chuck Wagon Supper Club, South Pacific Room, South Pacific Patio.

The slogan of all El Mirador hotel advertising during the months before it opened was "Sun, moon and stars creep by on tip-toe."

*We are very proud
to have assisted in
the construction of
El Mirador*



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Los Angeles, Calif.

TORNEY GENERAL HOSPITAL, RETIRED

By MELBA BENNETT

Visiting the beautiful El Mirador hotel for the first time since its reconversion, I was haunted with memories. The glory of its years of service as an army hospital during the war, waved like a bright flag over the tower. But there in the gracious lobby was no sign of the dozens of stiff little cubicles which had served as offices, though the pleasant, patient young faces seemed still to be smiling there.

As I walked from the dining room I remembered the night that a visiting general, of starched manner, stalked up the stairs with his garter dragging. How to give him the word without wrenching his aplomb? Inadvertently, one of the ladies stepped on the garter, snapping it against the general's leg. He didn't flinch. However, without a look or word to any of us he retired to a chair and adjusted it.

AROUND A CORNER in the lobby I looked down the hall, half expecting to see the hospital's commanding officer, Colonel A. B. Jones, sitting at his desk. How fortunate we were to have had such a man to work with, because most of the townspeople did serve in some capacity at the hospital before the war was over. He was kind, efficient, understanding, and had a delightful sense of humor. I remember how he managed to get around the problem of air conditioning that first Summer of

'42. He had requested air conditioning to ease the long days of convalescence for the patients, but "Washington" answered, "It couldn't be hotter than Washington is and we don't have them in Washington." But what could "Washington" do if the Villagers insisted on bringing single units of desert coolers as gifts to the boys, and what could Colonel Jones do but grin and be grateful that we had managed to find a way to get around official pig-headedness. It was August, as I remember, before a visiting officer on inspection arrived from Washington. That night he put in a call to headquarters and ordered air conditioning written into the plans for Torney hospital!

Memories walked into the back garden with me, and I imagined that I saw the uniformed men gathered there on a hot Sunday morning to listen to the chaplain read prayers. That was before the little chapel was built. I remembered one morning in particular when I sat behind a newly arrived officer and watched his khaki shirt turn dark and wet with perspiration. After the services I tried, inadequately, to apologize for our Palm Springs Summers. It was unnecessary because this turned out to be Major Montgomery Blair who, with his wife and three daughters, lived in our Village for almost the duration, and took pains never to complain about anything. Blair had

been one of the outstanding doctors in Washington, D. C., and was responsible for the gift of Blair House to our government.

AS I STOOD THERE in the garden remembering, two ladies walked past me complaining about their aching feet. I laughed to myself recalling the Gray Ladies and the Nurses Aides who had, they claimed, walked hundreds of miles through the grounds to the wards, to the PX and back, to the post office, to the Red Cross offices, performing their works of mercy, and had, for all time, ruined their feet. Accustomed as they were to wearing comfortable sandals or moccasins, the heavy shoes they were required to wear while on duty were the source of much complaining and ribbing. Of course, heavy white stockings and girdles had to be worn too.

Through Colonel Jones and his chief nurse, Major Traegar, army regulations were changed to allow Nurses Aides to serve in army hospitals.

People are wrong when they say, "Not a sign of the old hospital left," because the record of achievement and service will never be forgotten, nor the many fine officers and their wives, the enlisted men, the patients and the nurses, who became, in the finest sense of the word, the loved "Villagers." Character is in every line of the El Mirador hotel.



THE MODEL—An artist's conception of El Mirador came to life throughout the year of reconstruction of the famed hotel of the late 20s and 30s, after it

had been taken over by the U.S. Army for use as a hospital and then declared surplus. An artist's dream of an ideal, luxury hotel became a guest's reality this month at the grand opening of El Mirador.

Bardo Dance Music for El Mirador

with pic—BARDO orchestra-30-3
Bill Bardo and his orchestra will furnish the dance music at El Mirador for its first season as the magnificent \$5,000,000 hotel again plays host to people of national and international fame.

National Hotel Enterprises, Inc., owners of the huge and plush desert palace, selected Bardo's aggregation because of its smooth, danceable arrangements and extreme versatility—ranging from classic fugues and gypsy airs to hillbilly stomps and progressive twisters. In addition, Bardo's work is well known and appreciated in cafe society, both here and abroad.

Frontman Bardo, a highly skilled violinist, studied under such renowned musicians as Franz Kneisel, Leopold Auer and Dr. Walter Damrosch. He has always held a devout love for music, heading his own band combinations ever since he attended Columbia university.

If his past successes are any indication, Winter Palm Springs vacationers will be flocking to the gorgeous new El Mirador hotel to slide and glide to the slick music of Bill Bardo.

Sports Facilities

Many at El Mirador

Sport facilities located on the grounds for guests of El Mirador include swimming in an Olympic-size pool, tennis, shuffleboard, badminton and pitch and putt golf.

Orendorff Construction company of Los Angeles were awarded the contract to build the original El Mirador hotel.



MUSIC MAN—Bill Bardo and his orchestra furnish versatile music at El Mirador . . . music which pleases those who like good, solid dance music, a ballad, a folk song, an operatic aria, a semi-classic or Latin music. A skilled violinist, Bardo also has a pleasing tenor voice.

El Mirador



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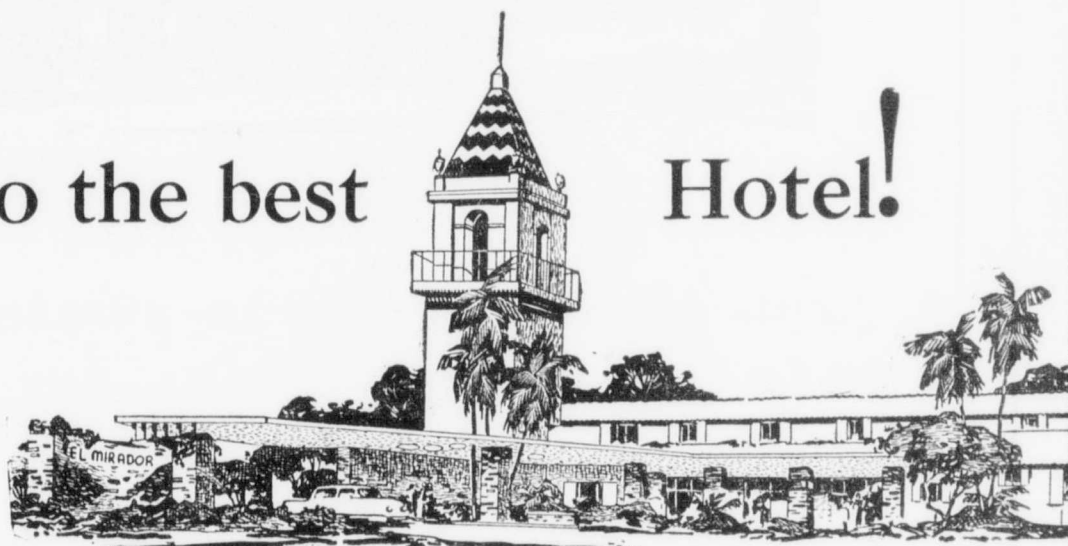
Sam Janis says:

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Best wishes!

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It's fame wasn't built in a day



THE legend of El Mirador is a success story based on the service which the famed desert spa gave to its patrons over a period of many years—a legend which has prevailed over the long period that the hotel remained idle after it had been taken over as a government hospital. It has lived to see this day when it will again stand as the symbol of all that Palm Springs offers to the winter vacationist.

Even before the El Mirador Hotel came into existence, the Palm Springs Builders Supply Company was supplying the materials that went into homes and business buildings in the early days. And down through all these years this firm has continued to play an important part in the building of this fine community and establish a reputation which is your assurance of satisfaction no matter how small or large the order. Remember this the next time you build . . . or remodel . . . or just need something in our complete line of building supplies and hardware.

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MILT HICKS, President

YEAR AFTER YEAR MORE PEOPLE LEARN THAT IT PAYS TO TRADE WITH THIS ESTABLISHED FIRM

490 Sunny Dunes Road

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Paul Williams, World Famed Architect, Designer of El Mirador Reconversion

It has been written of Architect Paul Williams of Los Angeles that "his ability has been recognized internationally and has resulted in commissions from Bogota, Medellin, Ecuador, Honolulu and Mexico."

Palm Springs might be included in the above varied list—for the talented Mr. Williams is the reconversion architect of Palm Springs' fabulous El Mirador Hotel, responsible for its distinction and lavish, tasteful beauty.

PAUL WILLIAMS is Los Angeles born and attended both University of Southern California and the famed Beaux Arts Institute, New York. During his 28-year career as a planner of great structures he has designed over 1500 private residences running in cost from \$10,000 to \$300,000.

In addition he has done such imposing work as the designer of Saks Fifth Avenue, Beverly Hills; Music Corporation of America buildings in both Beverly Hills and New York; the Beverly Finance Building, Los Angeles; additions to the Beverly Hills and Los Angeles Ambassador hotels; the United Pacific Insurance Company building in Los Angeles, and a \$3,000,000 unit for the Los Angeles County General hospital.

A summary of his work may be found in the Encyclopedia Britannica.

MR. WILLIAMS holds licenses in California, New York and Dis-

trict of Columbia. He has been awarded an honorary BS degree from Lincoln University in Missouri. Also he is an active member of the California Housing Commission, Los Angeles City Planning Commission, and the Municipal Housing Commission, Los Angeles.

His versatility extends to the literary field too for he is the author of two books, "Small Homes for Tomorrow" and "New Homes for Today."

As for the lovely El Mirador Hotel, Mr. Williams says: "I was thankful for the opportunity to lend my ideas to such a magnificent plan. The El Mirador was a pet project of mine—and I am indeed happy that once again it is considered both the proud showplace of the desert and one of the outstandingly beautiful resort hotels in the world."

Swimming Pool of Full Olympic Size

El Mirador swimming pool is one of the few in this land of swimming pools to be of Olympic size. Pool facilities include two one-meter boards, two three-meter boards, one 15-foot board, 17 cabanas, and a terrace for style shows.

The old El Mirador hotel contained 170 sleeping rooms, each with baths. The exterior was of stucco, and the walls were 10 inches thick, to "keep the building cool."



GARDEN SETTING—Surrounded by tropical palms, green lawns and flowers, Arrebol is the largest of several lodges that offer de luxe accommodations at El Mirador. Of Spanish-

Indian architecture, typical of El Mirador, Arrebol contains fireplace suites and patio suites, luxuriously furnished. It will accommodate 100 guests.

BAND OF TODAY—Jerry Gray, leader of the Band of Today, noted for his original styling and modern up to the minute music, played at the El Mirador opening. Arranger for famous name bands, he is now designing his own music, built for both dancing and listening pleasure.

Jerry Gray Plans Own Music Style

By BILL BECKER

Musician Jerry Gray, who Saturday played the dance music at El Mirador, is through arranging fame for other people; from now on he intends to beat out his own path to the big time.

Gray, whose arrangements boosted the Artie Shaw and Glenn Miller bands to the top before the war, is pushing out with his own orchestra in a big recording drive that he hopes will: (1) establish him as a leader, and (2) subdue the current rash of Miller-style bands.

"I never wanted to cash in on Glenn's reputation," says Gray, whose scoring of "Chaitanooga Choo-Choo" and his own "String of Pearls" and "Pennsylvania 6-5000" became Miller hallmarks.

"But with these new bands coming up and playing what they think is Miller music, I decided it was time to step in and produce some of the real stuff."

He made it plain that he has no quarrel with Tex Beneke, the man who took over the Miller band and maintained many of the ideas of the leader who apparently crashed in the English Channel on a London to Paris flight in 1944. (The plane was never found.)

It's the others who had no connection with Miller that Gray objects to, but politely declines to name. Gray, like most of the Miller organization, followed the leader into the Air Force. "St. Louis Blues March" was the arranger's best wartime product.

What Gray calls "the real stuff" is full-bodied orchestration that features lush reeds on slow ballads and hard-driving brass on rhythm numbers. Sharp attack is the keynote of the styles which Gray helped to evolve for both Miller and Shaw.

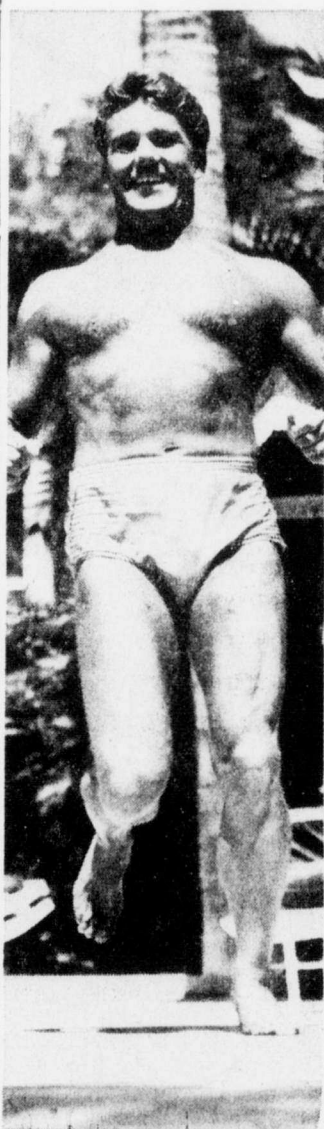
Now only 33, Boston-born Gray began as a violinist-accordionist in his home town at the age of 15. His work came to the attention of another Bostonian, Shaw, then in the process of organizing a band.

Gray's arranging of "Sobbin' Blues" and "Cream Puff" made Shaw's first record in 1936 an item that still intrigues collectors. Then came Gray's scoring of "Begin the Beguine" that put Shaw in the groove leading straight to the top. The Shaw-Gray parlay was a winner until 1940, when Artie disbanded and Jerry went over to Miller.

Again Gray—who never played in either orchestra—proved the power behind the throne. His steady stream of what the trade calls "solid instrumentals" made Miller style a favorite of dancers here and abroad.

Since the war, Gray has been doing well in radio work, but the itch to have a big band finally got him. His recording orchestra numbers 18 musicians, several of them from the old Shaw and Miller combines.

His second coupling—"Crew-cut" (his own) and "By the Waters of Minnetonka"—is a dance-happy blending reminiscent of both Miller and Shaw. The first release, "Sitting By the Window" and "Just Like Old Times," is slanted strictly for devotees of the old Miller way with ballads.



AQUA SENSATION—Swim pro at El Mirador's Olympic-style pool is 29-year-old Carl Schroeder, diving champ, who has taught many celebrities to swim and dive.

Carl Schroeder Instructor at El Mirador Pool

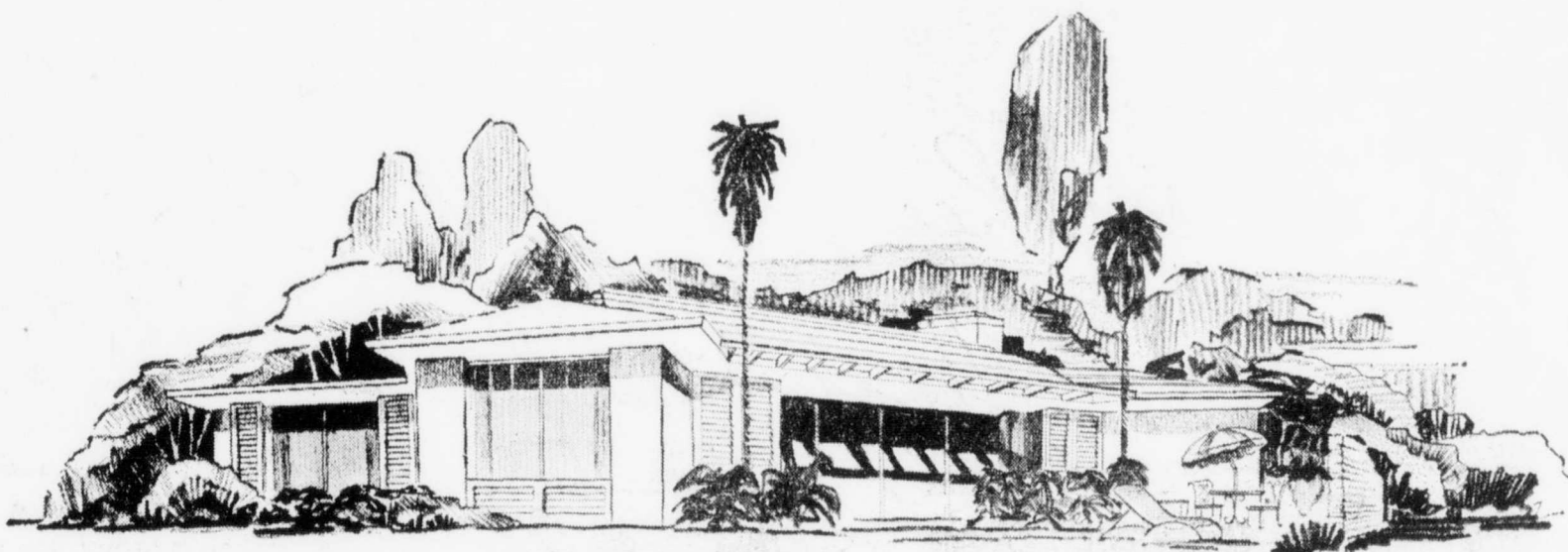
Sunbathers lounging around the Olympic-sized swimming pool at Palm Springs, California's gorgeous new El Mirador hotel are in for quite a treat when swimming and diving instructor Carl Schroeder goes into action off one of the high boards.

Twenty-nine-year-old, Cincinnati-born Carl is an aqua-sensation. He's been a water-baby since the age of one when he learned to swim—and has kept improving consistently ever since.

While attending Miami Beach High School a few years back, he won the coveted Florida State Diving Championship—and from that glory, went North to land the Tri-State board championship of Ohio, Indiana and Kentucky.

Before coming to the El Mirador in Palm Springs, Schroeder had been swim pro at the Biltmore, Coral Gables, Florida; Sand and Pool Club, Beverly Hills, California; and the Bel-Aire hotel, Bel-Aire, California.

Among his many famous splash-or-sink pupils are Bonita Granville, Paulette Goddard and Zsa Zsa Gabor. In celebrity-filled El Mirador, he's certain to instruct many more.



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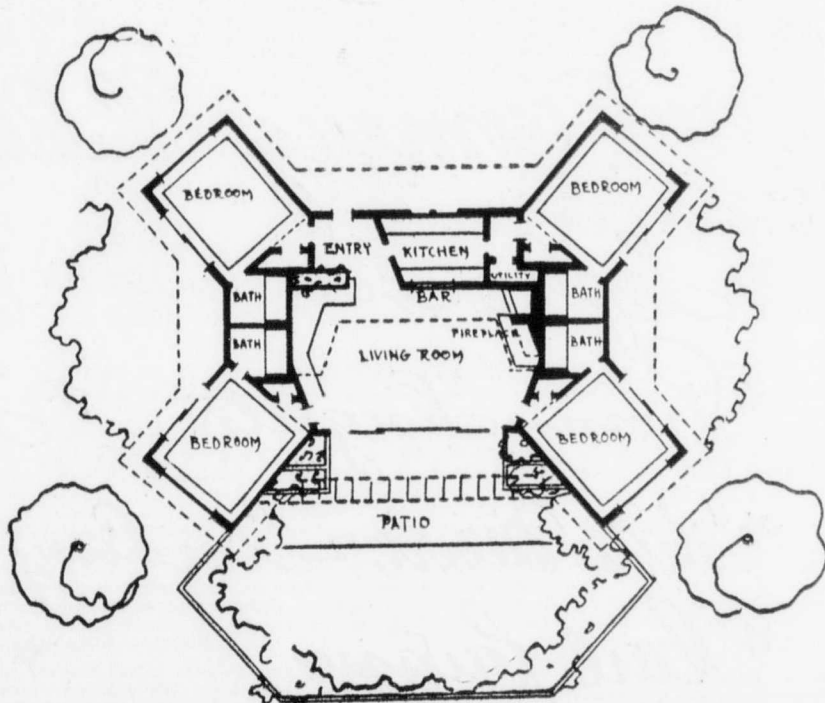
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To my very good friends
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El Mirador

Wishing you all a lifetime of
Joy, Prosperity and Progress
in the operation of your
beautiful hotel.

Irwin Schuman —

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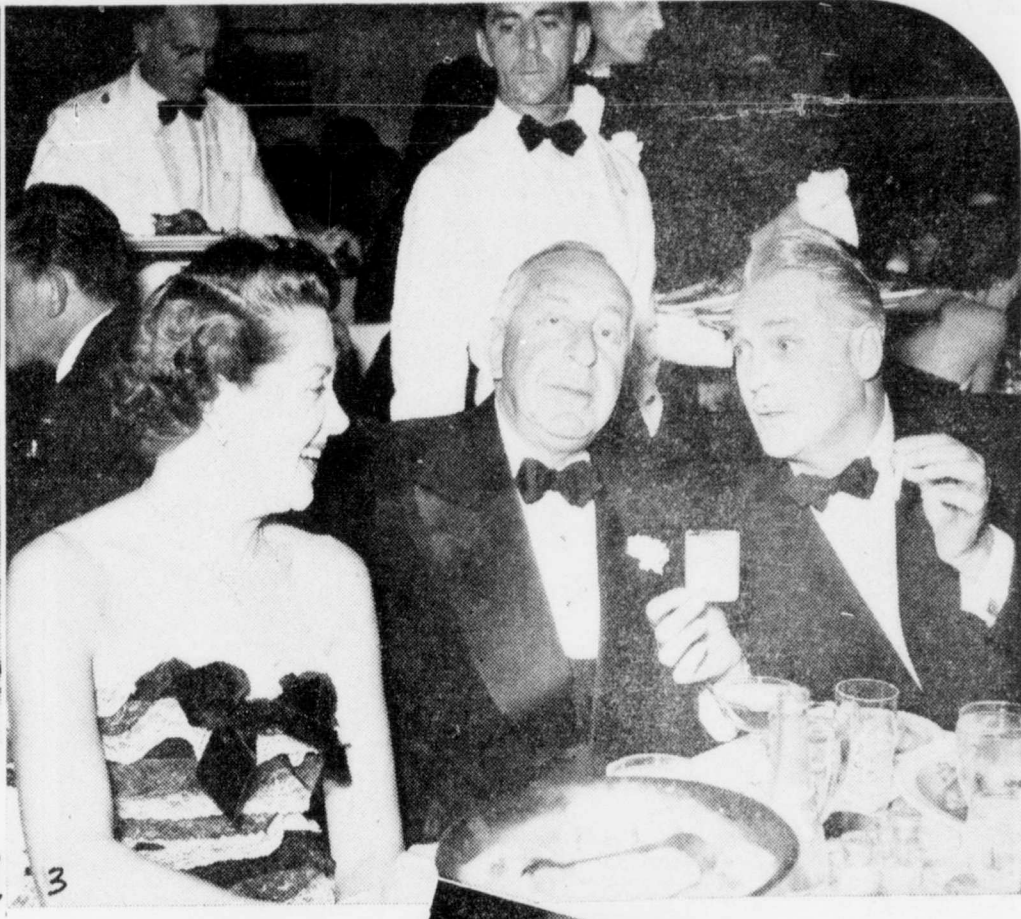
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* Buddy Lester * Arthur Lee Humphreys

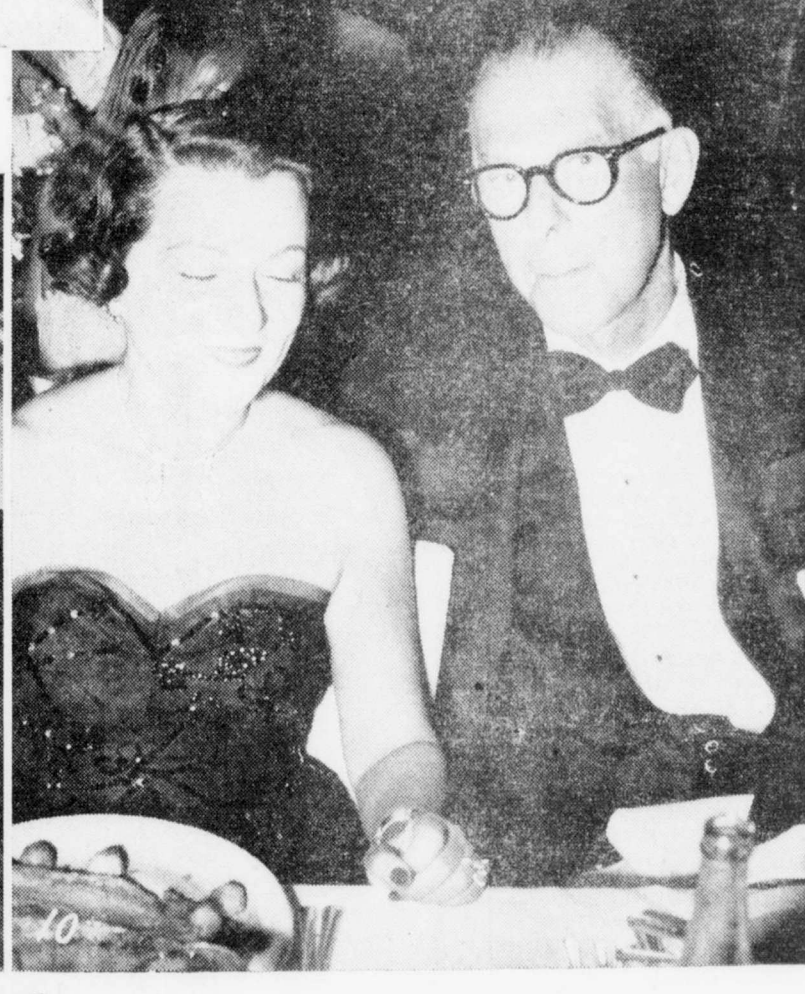


EL MIRADOR SUPPLEMENT

Section B

The Desert Sun

Vol. XXVI Palm Springs, Cal., December 22, 1952 No. 24



Among Those Present at Gala Formal Opening of Famed El Mirador Hotel

Flower-decorated tables, bubbling champagne, beautifully-gowned women, socialites and personages from stage, screen, radio and television made a festive scene as several hundred people filled the dining rooms at El Mirador for the grand opening. Strains of dance music overlaid the laughter and chatter of the throng of diners, at the festivities which continued until midnight.

The largest social event of the pre-Christmas season, El Mirador's opening will go down in Palm Springs' history as one of the most brilliant gatherings ever assembled here.

1. Film Star and Mrs. Preston Foster.

(Top center), Columnist Florabel Muir of the Los Angeles Mirror.

3. Mrs. William Gifford of Los Angeles; Ben Meyer, chairman of the board of directors of the Union Bank and Trust Co., who hosted one of the larger dinner parties; and Palm Springs' very popular Mayor Charles Farrell.

4. Mr. and Mrs. Cornwell Jackson (she is film star Gail Patrick.)

5. George F. Barrett; Mrs. James W. Dunham of Chicago; William D. Boggess and Mrs. George F. Barrett, Chicago and Palm Springs socialite.

6. Mrs. Irving Florsheim and Film Star William Powell. Both the Florsheims and the Powells own homes in Palm Springs.

7. Van Johnson of the films and his very attractive wife, who is a non-professional.

8. Mr. and Mrs. George Hearst, of the newspaper chain.

9. Mrs. Frances Crocker and Dr. F. A. Staley.

10. Mr. Irving Florsheim (of the Florsheim Shoe Company) and Mrs. Lester Selig.

11. Mr. and Mrs. Bernstein (retired oil man) of Las Vegas.

12. Mr. R. F. Graettinger, editor of the Desert Sun; Mr. Arthur Samish, (Mr. Big of California); and Mrs. William Rashall, wife of the Desert Sun's promotion and sales manager.



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GENERAL MANAGER AND FAMILY—Mr. and Mrs. Frederick R. Clausen are pictured in the beautiful El Mirador setting with their three sons, Kenneth, 8, Frederic, 5, and Ronald, 10. Nationally known for his ability in hotel administration, Clausen has been named general manager of El Mirador.

F. R. Clausen, El Mirador Manager, Nationally Known, Experienced Hotel Executive

There's a man over at El Mirador hotel who fits well into the job of managing that revitalized hostelry.

And Frederick R. Clausen has a nationwide reputation for knowing just how to manage hotels as gorgeous and beautiful as El Mirador too.

Clausen, fatigued and eagerly looking forward to a winter vacation after his last summer's operation of the Saranac Inn, upper Saranac Lake, New York, was suddenly confronted with an invitation to come to Palm Springs.

"VACATION?" he was asked. "Why will you have nothing but a vacation in Palm Springs. Imagine going to that famous resort to manage a hotel and calling it work."

Clausen and his wife and three sons had visions of Florida and the ocean beaches but Palm Springs sounded marvelous to him. "perhaps a lot of play and little work." He accepted the job to open and manage El Mirador hotel.

He, his wife and three sons landed in the middle of Palm Springs and right in the middle of the hottest summer this area has experienced in a long time. The first thing the Clausen family did was to shed their mountain clothes. Palm Springs was hot and those woolen wardrobes just did not fit the environment. They went on a shopping tour—the whole family.

MEANWHILE CLAUSEN plunged into the titanic task that confronted him. He had the implicit confidence of the owners of El Mirador hotel. As a matter of fact, E. Roy Fitzgerald, president of the National Hotel Enterprises, incorporated, argued and wrangled with his friend Arnold Kirkeby, president of the Kirkeby Hotel corporation for weeks before he was finally assured that Clausen would be released for the winter managerial position with El Mirador.

One of the greatest tributes a

De Luxe Array of Fine Food on Opening Night

Chef Gabriel (Gaby) Anet and his two crews of 20 cooks prepared a de luxe array of fine foods for the El Mirador's night dinner. Delicious to eat and beautiful to look at, the foods demonstrated that the hostelry is going to be noted for its fine cuisine.

On the menu Saturday night were: avocado pear El Mirador, celery and olives, potage Sarah Bernhardt, boneless Royal squab stuffed with wild rice Montgomery, roast sirloin of beef with mushroom sauce, fresh string beans Fleurette, pomme Parisienne Boulangier, California salad, and coupe aux marrons.



EXECUTIVE ASSISTANT—Charles J. Hunt, who is the executive assistant manager of El Mirador, came here from New York where he was comptroller of the Hotel Drake. Before that he had been at the Savoy-Plaza since 1928.

Charles J. Hunt Assistant Manager at El Mirador

Charles J. Hunt has been named as executive assistant manager of the re-opened El Mirador hotel, the board of directors announced last week.

Mr. Hunt brings an extensive knowledge of hotel operation to his new job. His most recent hotel position was that of comptroller of Hotel Drake in New York city. He had come to the Drake from the Savoy-Plaza

where he served as assistant to the treasurer, starting in 1928.

DURING HIS CAREER, Mr. Hunt has also managed several notable restaurants. He owned the Hunter in New York city, a sizeable operation, which may be judged by one banquet he arranged for New York's National City Bank group consisting of four thousand diners.

In addition, he has been employed with the Bowman Chain of Hotels, including the Bellevue, Bellaire, Florida; the Griswold, New London, Connecticut, and the Biltmore, New York. It was at New York's Drake hotel where he first met and worked with Frederick R. Clausen, who is now also associated with the El Mirador hotel as general manager.

Mr. Hunt's reactions to Palm Springs and his new position are highly enthusiastic. He plans to make the desert village his permanent residence.

Dorothy Campbell Back at El Mirador

Dorothy Campbell, the public stenographer at El Mirador, is not a new employee, having served in the same capacity at El Mirador the season of 1939.

Mrs. Campbell has lived in the Village for 13 years and has two daughters in school here.

Howard and Smith, Los Angeles landscaping company, transplanted giant Joshua trees from Twentynine Palms into the grounds of the El Mirador late in 1927.

Frederic 5, spelled without a "k" purposely, Daddy Clausen declared.

National Hotel Enterprises, with 15 Stockholders, New Owners of Famous Hotel

National Hotel Enterprises, Inc., with 15 stockholders, are the new owners of El Mirador hotel, which has been reconstructed into one of the most modern, luxury hostels in the United States at a cost of \$5,000,000.

Members of the board of directors of the corporation are E. Roy Fitzgerald, president; Ray Casey, executive vice president; Ed Houghton, vice president and secretary, and William F. Reichel, treasurer.

EXTERIOR architecture of the building is of stucco Spanish, and interiors are contemporary. The grounds cover 21 acres, and there are 200 rooms, each with private bath.

The building plan includes an administration tower (the high-

est building in Palm Springs), two annexes, bungalows, theater, pool, tennis courts, pitch and putt golf course.

Paul Williams of Los Angeles was reconstruction architect, with associate architects being Williams and Williams of Palm Springs.

LOU GREEN of Miami was general contractor.

Helen Franklin of Beverly Hills, nationally known interior decorator, was in charge of decorating the interior, and Jocelyn Domela directed the landscaping.

Frederick Clausen is general manager of the hotel, assisted by the following key personnel: Charles Hunt, executive assistant manager; Robert Sawyer, reservation manager; Edmund Fleury,

2—The Desert Sun
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, December 22, 1952

Modern Shops at El Mirador Hotel

Modern shops located in the lobby of the new El Mirador hotel include a beauty salon, barber shop, drug store, fountain, gift shops and newsstand.

El Mirador Health Club Well Outfitted

Health club at El Mirador hotel has the following facilities for guests: Steam room, colonial rooms, massage rooms and a modern gymnasium.

maitre d'hotel; Gabriel J. P. Anet, executive chef; John Faunce, tennis pro, and Carl Schroeder, pool manager and instructor.

El Mirador



... selects
Finished Hardware
and Bath Room
accessories
... from

ACME HARDWARE CO.

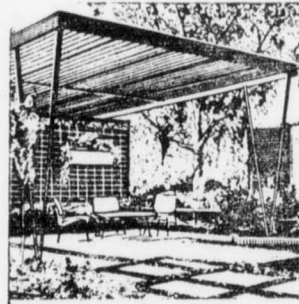
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Compliments to El Mirador!

Soften the
Sun with
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TRANSLUCENT FIBER GLASS PANELS



PORCH AND
PATIO ROOFS
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AWNINGS
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GARDEN
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SUN SHELTERS
•
FENCES

ALSYNITE lets light through but screens out glare and heat. Shatterproof, feather-light—corrugated and flat. Can be sawed and nailed—is as easy to use as plywood. Also ideal for skylights, shower stalls, partitions, etc. Seven colors. Investigate today.

It is with a sense of deep satisfaction that we had the privilege of having had a part in the reconstruction of the El Mirador. We wish the management real success in the operation of the hotel in the years to come.



COMPTON-HARMAN is one of the largest distributors of translucent fiberglass panels in the West.

We are in a position to offer the customer the most complete service on ALSYNITE offered by any distributor anywhere.

And what is even more important we will meet or beat any legitimate competition as to price.

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Long Beach 4, California



Welcome EL MIRADOR! May
Everything you hope for come true.
Luck and
Congratulations
On your beautiful hotel.
May you enjoy the best of
Everything in the seasons to come!

MEMBER OF FEDERAL
DEPOSIT INSURANCE CORPORATION



PALM SPRINGS
CATHEDRAL CITY
INDIO

Your Financial Oasis



HOLDING THE REINS—Both Mr. and Mrs. Edward C. Houghton (he is secretary of the National Hotel Enterprises Inc. and president of El Mirador Hotel) are noted horsemen and now have a more than valid reason for frequent and lengthy visits to the Village, which they love.

Ed Houghtons Long-Time Winter Residents Here

Edward C. and Mrs. Houghton definitely have a good reason now for coming to Palm Springs—a good and legitimate reason, as the saying goes—El Mirador hotel.

Houghton is secretary of the National Hotel Enterprises, Inc., owners and operators of the hotel.

Both husband and wife have been coming to the Palm Springs area for years. Both are marvelous horsemen and any excuse whatsoever will cause Houghton to pull his horse trailer out, load his mount and head for the desert.

Both are to be seen in Palm Springs early in the season, at the very tail end of the season and even during the summer months.

Houghton, who is president of

the Los Angeles Transit Lines, had another job this summer, a summer that was somewhat torrid—watching the construction of El Mirador hotel.

Genial and with a host of friends the length and breadth of this state, another key to the man's character is his acceptance on cordial terms by those realistic and cynical men and women who work in the editorial departments of newspapers—particularly in Los Angeles.

This is a great tribute to the man despite the fact that he is head of a transportation system quite often the critical target of newspaper campaigns.

Houghton and his wife appeared to beam with pride when the hotel finally opened. When visitors and guests arrived at the luxurious hotel the couple greeted

Lillian Agar Shop Center of Attraction

Catching all feminine eyes in El Mirador lobby is the attractive Lillian Agar shop with its selected display of clothes particularly suited to California and Palm Springs living.

The whole shop is like an exquisitely-arranged show window. Specially featuring evening and cocktail gowns, smart cottons, and sports things, Mrs. Agar carries Adele Simpson, Jane Derby, Nettie Rosenstein and Ben Reig designs, beautiful cocktail and evening gowns by Galanois, and Evans sports clothes.

Although she was in partnership with Alice Weiser in Beverly Hills before coming to Palm Springs, the shop in El Mirador is something of a new venture with Mrs. Agar.

ed these people as warmly as if they were entering their own home.

El Mirador an Idea Says Clausen in Welcome Talk

In formally opening El Mirador Saturday night, General Manager Frederick R. Clausen addressed the assemblage that had gathered at the entrance for the ribbon cutting ceremony, at 7:30 p. m.

In summing up the gigantic task which has restored El Mirador to its present glory, Clausen gave a well-phrased interpretation of the great desert hotel. "El Mirador," he said, "isn't so much a place as it is an idea. El Mirador is a mood—an atmosphere."

Welcomes Guests

Graciously he welcomed the invited guests who had gathered for the opening. The text of his speech follows:

The keynote word in the hotel business is hospitality. Perhaps no section of the world has a hospitality heritage to equal that of California. Time was when

every ranch house in this great sprawling state was a hotel. And all for free. A traveler stopped anywhere he chose, and was welcome. Bed and board—and fiesta or siesta were his, on open invitation. If his horse was tired, he merely left it, and took another. And should he feel disposed to depart before the household had arisen in the morning, and be temporarily short of coin of the realm, he would find on the bureau in his cabana a bowl of silver—placed there for his use, without obligation to return it.

Full Hospitality

El Mirador hotel—steeped in its own latter-day tradition for lavishness—doesn't go quite so far in its hospitality as to supply its guests with free spending money. But I can say with conviction and with immunity that

no hotel in all the world offers its guests one iota more in the way of gracious relaxation.

These are more than mere rooms, ladies and gentlemen. These are hallowed halls. Quite apart from the physical excellence and beauty of the decor—and the lush, verdant landscape and crisp desert sand—this is an enterprise replete with character—character probably unique in the history of hotels.

This hotel once belonged to an era. Here walked the great of western society, and the entertainment world. Someone once said that on any given day, at least 25 motion picture stars of the first magnitude could be found here.

Later—greater stars were found here. For on these premises, when this was the Army's Torney General Hospital—there walked and lay the stars who did their shooting not on movie sets, but on reefs and attolls and from planes and foxholes.

Hallowed Halls

Again, I say—these are hal-

lowed halls. For these buildings and these grounds have housed both the glory of peacetime revelry—and the quiet glory of wartime heroism.

Our function tonight is one of re-dedication. With the faith without which such an investment would have been impossible, we have not only restored El Mirador to its original virgin beauty—we have further embellished these premises until we now have something we won't brag about—but we'll just call "the finest resort hotel we know how to build."

Certainly the stockholders have given us carte blanche to produce the ultimate.

An Atmosphere

Now—in closing this word of welcome to you—I'd like to say this: El Mirador isn't so much a place as it is an idea. El Mirador is a mood—an atmosphere. Our staff have been meticulously trained in the gentle art of unobtrusively making the guest comfortable.

It is our theory that it isn't

The Desert Sun—3
and **PALM SPRINGS NEWS**
PALM SPRINGS, CALIFORNIA
Monday, December 22, 1952

enough to spend four million dollars on paint, plaster, glass, concrete and other refurbishments. A hotel is mainly people. We've assembled here the finest people we know—and we hope you like us.

Souvenirs for Dinner Guests

Souvenirs of El Mirador's opening looked like black coin purses laying on the tables. Labeled in gold the outside said "Grand Opening" on one side and on the reverse side was the name and date. Actually the souvenirs were unique menus, as round cards, shaped like silver dollars were slipped inside the pseudo coin purse. Each disk listed one course of the elaborate banquet.



Welcome!...

El Mirador

... and congratulations! ... upon bringing to Palm Springs, the magnet which already draws a whole world of pleasure and leisure seekers, a new, more sumptuous yet more restful experience in living.

Congratulations, too, because you provide your cosmopolitan guests, not only with superior lodging, food and entertainment, but with the finest, most comfortable inducements* to refreshing repose when the day and the night of sun and fun are ended.

Congratulations again! ... for, like the fabled Phoenix, you rise more glorious than of old.

*The inducements: 800 HOLLANDAIRE mattresses and box springs, designed by, and built under the personal supervision of, King Karpen. America's most distinguished bedding, which offers the utmost in comfort, quality and durability.

We Salute . . .



NOW one of the most modern and beautiful resort hotels anywhere.

California Wholesale Electric Co.

6825 MELROSE AVE.
HOLLYWOOD

120 N. SANTA FE AVE.
LOS ANGELES



1119 Westminster Avenue, Alhambra, Calif.



HE BUILT THEM—Guy H. Hickman, shown here with Mrs. Hickman, is the man who built the luxurious, nicely-arranged bungalows at El Mirador. A noted builder, realtor and hotel man of Miami Shores, Florida, Hickman was in the Village all summer supervising construction.

Bungalows at Hotel Built by Guy Hickman

The man responsible for building the 10 bungalows at beautiful El Mirador was Guy H. Hickman, of Miami Shores, Florida, noted builder, realtor and hotel man.

Hickman, who is a stockholder in National Hotel Enterprises Inc., has been in the Village since May 6, supervising the building activities. Hickman praised the workmen on the job saying he feels he had the "finest crew of men to be found anywhere."

A native of West Virginia, he has been in the building busi-

ness for 12 years. He was president of the operating board the first year and helped start the strikingly modern Sea View Hotel in Miami. He built the Beach Club apartments in Miami.

Subdividing his property in Miami Shores, he has built about 25 fine homes there in the past five years.

Engaging in the realty business, he handled about three million dollars worth of real estate in 1945-46.

Mrs. Hickman came west with her husband and during the Summer months they made weekend trips to Yosemite, Las Vegas, San Francisco and down into Mexico.

The Hickmans left yesterday morning and will spend Christmas in Detroit before returning to Miami Shores. They expect to fly back to Palm Springs in February.

P. T. Stevens and A. F. Hicks were among the first Palm Springs men to be financially interested in the El Mirador hotel.

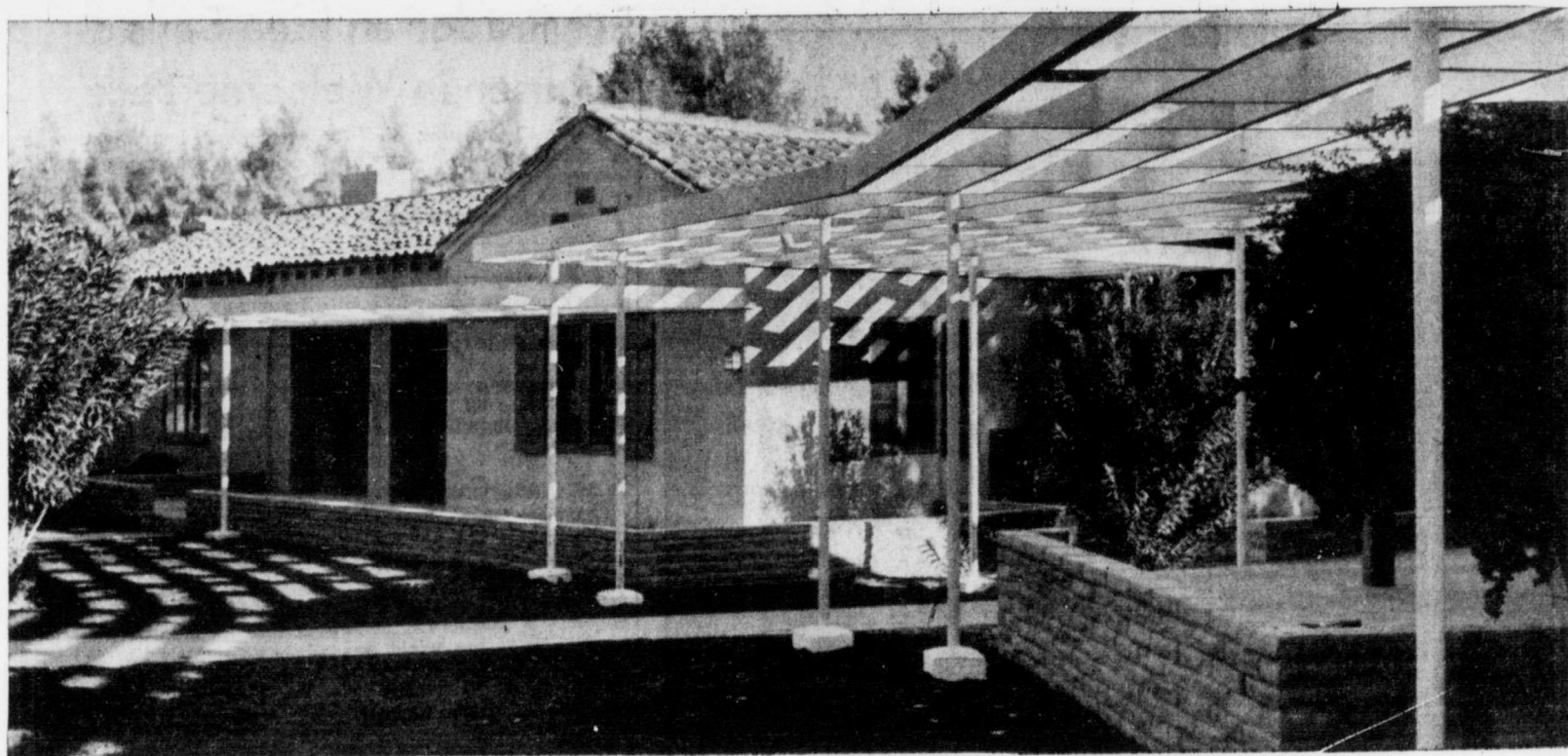
Powder Room at El Mirador Beautiful One

The powder room on the main floor of El Mirador is beautifully appointed. Subdued coloring of carpeting and walls, centers attention on the decorating effects.

A large framed mirror is centered on a mirrored wall, and two oval mirrors stand on the mirror-topped shelf. Tall, egg-shell lamps with silvered bases reflect lights in the mirrors, and a sprayed effect of salmon-colored gladioli centered the dressing table. The benches are of wrought iron, with gold and white pads.

Contemporary paintings in pastels, accent the walls.

Entrance to the powder room is through the lobby of the beauty salon.



MODERN, ATTRACTIVE BUNGALOWS—Ten luxuriously furnished bungalows, designed for comfortable desert living, were constructed by Guy H.

Hickman of Miami Shores, Florida, for the new El Mirador Hotel. Complete units by themselves, they afford all facilities found in new modern homes.

*It's brilliant past
bespeaks a promising future!*



Long remembered for its charm and its gay
social events . . . El Mirador
returns once more to take a prominent part
in the future of America's foremost
desert resort.

The perfect

**SOUND
SYSTEM**

of

El Mirador

Designed by . . .

**HOLLYWOOD RADIO
SUPPLY, INC.**

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Hollywood 9-7294

Hollywood 28, Calif.

Desert Hand Laundry

P A L M S P R I N G S



LOVE THAT TOWN—That's what William F. Reichel said about Palm Springs when he discovered it over six years ago, and he feels the same way today. As treasurer of the National Hotel Enterprises Inc. he played a leading role in re-opening El Mirador. He is shown here with his gracious wife Helen.

Mr. and Mrs. Bill Reichel Played Large Part in Re-opening of Famed El Mirador

Considerable credit for the re-opening of the El Mirador hotel by the present owners of that fabulous establishment can be laid right at the door of William F. Reichel.

It was he and his gracious wife Helen who invited E. Roy Fitzgerald to Palm Springs more than two years ago and because of that hapstance that wizard of city transportation systems—42 of them throughout the nation—he, Fitzgerald fell in love with the desert.

REICHEL, the head of a large insurance company in Oakland, California, and wife Helen have been the owners for more than six years of a large citrus and date grove at Rancho Mirage. During all of those years every time Reichel vacationed here in the desert he often remarked: "This is one place I love and

I'll never get mixed up in any business here. I want to relax here with a capital "R".

TODAY REICHEL is right up to his ears in business—nothing more nor less than treasurer of the National Hotel Enterprises Inc., owners and operators of El Mirador hotel.

And there isn't a more enthusiastic individual as proud of his investment and interest in that hotel than William F. Reichel.

In addition to his labors up in Oakland, toward which he has to travel occasionally, he declares, in "order to earn enough money to stay on the desert" Reichel is one of the foremost Republican party leaders both on the local California scene as well as nationally.

HE WAS Senator William Knowland's campaign manager

and predicted before the primaries took place that his man would win at that election. He did.

Today Reichel moves about the hotel with a different glow in his eyes than heretofore. He takes exceptional pride in the hotel but most of all he vehemently declares:

"Palm Springs is going places. To the best place if you please and El Mirador hotel is going to go right along with it."

Original Paintings Work of Todd Karns

The original water colors hanging on the walls at El Mirador, all 364 of them and all different, are the work of Todd Karns, son of Roscoe Karns.

The beautiful mural, typifying desert life, is also the work of the gifted young artist.

Gabriel J. P. Anet, Famed Chef at El Mirador Hotel

World famous chef Gabriel J. P. Anet has been named to command the large, select corps of culinary experts at Palm Springs, California's new and exclusive \$5,000,000 El Mirador hotel which opened in early December, this year.

National Hotel Enterprises, Inc., owners of the fabulous desert resort hotel, selected Anet after a lengthy and highly detailed survey of the world's finest master cooks.

Chef "Gabby" brings to El Mirador a long and interesting career devoted to the study and preparation of highly palatable cuisine.

IN 1939 HE came to Ciro's Night Club and Restaurant in Los Angeles as executive chef. After several years he moved to Earl Carroll's Theater Restaurant, also as executive chef. He remained until Mr. Carroll's death in an air accident. From the Carroll theater he went to Slapsie Maxie's, which he opened, and from there to the Chanteclair.

He entered the United States in 1927 and had much to do

with attracting crowds of gourmets to the Hotel Commodore, the Biltmore, Hotel Plaza and the Hotel Pierre, all in New York city.

CHEF "GABBY" started his apprenticeship at the age of fourteen in the Grand hotel, Aulus les Bains, France. He went on to the Hotel Ruhl, Nice; the Grand Palais, Biarritz; and the Hotel Grillon in Paris. Here he laid the groundwork of a reputation that today makes him respected by keepers of the larder keys the world over.

Truly, the El Mirador hotel in Palm Springs has a master at work in the tremendous kitchen. Chef Gabriel Anet promises to bring many happy smiles to the faces of El Mirador diners.

First Swimming Meet in Village

First swimming meet ever held in Palm Springs was at El Mirador hotel on January 22, 1928. It was sponsored by the Southern California Amateur Athletic Union.



WORLD FAMOUS—Heading the corps of culinary experts at El Mirador is that world-famous chef, Gabriel J. P. Anet, popularly known as "Gabby." Noted for his fine cuisine, Chef Gabby comes to the Village with a fine background of experience at many of the nation's top spots.

The Desert Sun—5
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, December 22, 1952

Famous Names Registered at Old El Mirador

Among celebrities registered at El Mirador during one week-end the first month it was opened in 1928, were:

Douglas Fairbanks, Mary Pickford, Lillian Gish, Mrs. Ralph Ince, Dolores and Helene Costello and their mother, Ebla Hollingshead, Mr. and Mrs. Selznick, famous movie producer; Mr. and Mrs. William K. Howard, Mr. and Mrs. Wallace Smith, Miss Iola Mendez and Jack Bennett, all of movie fame.

George L. Wilson, father of Mrs. William Randolph Hearst; Mr. and Mrs. Ralph Chandler, Mr. and Mrs. Pierre D. Mason, Mr. and Mrs. Milo A. Baker, Mr. and Mrs. F. A. Gillespie, Mr. and Mrs. O. M. Platt, Mr. and Mrs. L. W. Spaine, Mr. and Mrs. Walter Leinert, Howard Throckmorton and Charles H. Jonas, all prominent in Los Angeles society.



... winter golf under sunny desert skies!

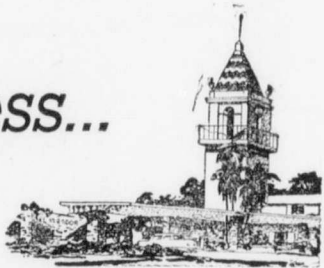
JUST as the vastly improved golfing facilities in the Palm Springs area have added greatly to the appeal of this famed vacation wonderland... so will the new El Mirador Hotel contribute much to the enchantment of America's fastest growing desert resort.



TAMARISK

Country Club

Catching up
with progress...



After standing for almost a decade in darkness as this Western oasis was growing all about it by leaps and bounds, El Mirador is once again aglow. Through a miracle of reconstruction it has spanned the years in one great leap to keep pace with the community which it helped make famous. In peace and war the famed structure has served the nation and Palm Springs well, and as it launches upon this new era in its colorful history El Mirador bids fair to shine more brightly than ever before.



Bank of America
NATIONAL TRUST AND SAVINGS ASSOCIATION
Member Federal Deposit Insurance Corporation.

Miracle of Desert is Description of First Night at El Mirador

Burton L. Smith, Los Angeles Times staff writer, wrote the following report of El Mirador opening night January 1, 1928.

Hotel El Mirador, which opened for business here today, is another of those miracles of the desert which is fast transforming the vast expanses of sand-bound waste into spots of beauty designed to provide places of luxury and utility catering to those who delight in unique experiences.

Eighteen weeks ago the spot now occupied by this modern \$1,000,000 hotel was primitive desert. Today the cañi has been cleared away, the drifting sands made into lawns, walks and gardens. Beautiful Spanish buildings have been erected which have all conveniences of hosteleries in the metropolitan cities. The enterprise is a tribute to the ability of the builders, the gardeners and others whose combined efforts have made possible the transformation.

THREE LARGE BUILDINGS now house the hotel proper and plans now are being made to erect two more which will complete the quadrangle and provide a patio which is to be the setting of the most extensive desert garden on the continent. Beside the garden there is provided in the patio a regulation swimming pool, tea gardens and other embellishments which will make this oasis in the desert one of the show places of the

Terrace Shop at El Mirador Smart, Useful

One of the smartest and most utilitarian of El Mirador's shops is The Terrace Shop, owned by Ben Cox of El Paseo Pharmacy. Its large windows are used as effective backgrounds for shadow box displays, which are also inset in the walls.

The ultra-modern showcases, mostly glass, have bleached cypress bases.

This smart, little drug store carries tobaccos, perfumes and colognes, cosmetics, the treatment lines of Elizabeth Arden, Dorothy Gray, Rubenstein and DuBarry, men's toiletries, magazines and drugs.

The manager of The Terrace Shop is Elsie Van der Schuur.

southland.

That the efforts of the promoters are appreciated by the public was demonstrated clearly last night when more than 500 persons filled every room in the hotel. An elaborate dinner was served and the happy throng enjoyed dancing and cards until the advent of the new year was celebrated at midnight. The guests came by motor, train and airplane all during the day, until in the evening many were turned away to seek accommodations at other hotels of this resort.

THIS MORNING, when the formal opening of the hotel took place, the throng which had arrived a day in advance remained to participate in mountain hikes,

horseback rides and motor trips to Palm Canyon. Dinner was served to a party which filled the great dining room to capacity.

E. P. Severcool and E. B. Edmonds are responsible for the hotel and its surroundings. They interested Warren B. Pinney, attorney at Los Angeles, through whose efforts the Palm Springs Hotel company was formed. This company is composed mostly of Los Angeles men.

El Mirador centers about an administration building whose main attraction is a great reception room 150 feet by 45, furnished in a combination of Spanish and Indian furniture, draperies and rugs.

THE GUEST ROOMS are all furnished in Spanish, featuring peasant furniture and draperies which blend into restful effects.

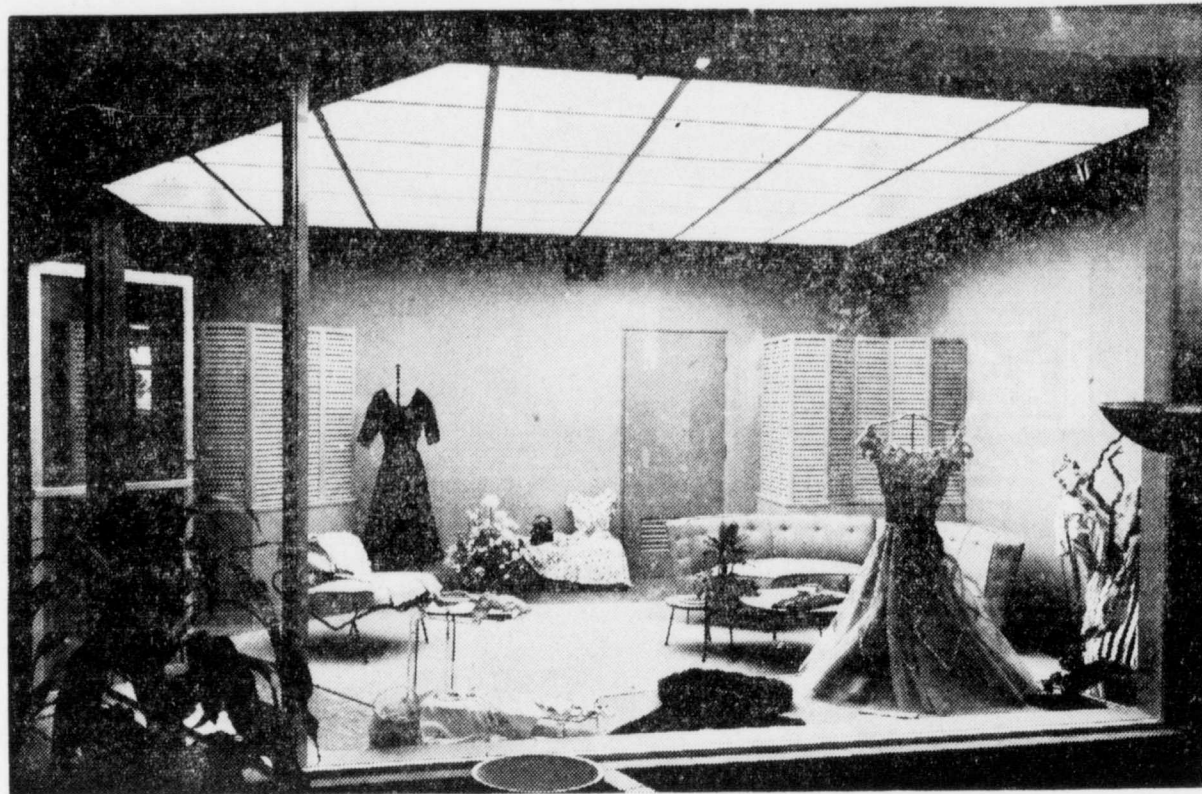
Perhaps the outstanding feature of the hotel and grounds is the landscaping, which has been under the personal direction of O. W. Howard of Howard and Smith, Los Angeles horticultur-

6—The Desert Sun
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, December 22, 1952

ists. Numberless trips have been made to the deserts of California and Arizona and a collection made of every variety of plant life. These will be made into gardens where the flora all will be catalogued, providing a place of instruction as well as beauty.

The big dining room seating 400 persons, is finished in turquoise blue and magenta. With its specially made china and glassware, the uniforms of the waitresses and bus boys, the color scheme of the walls and curtains and decorated beamed ceiling, it is a work of art.

At the New Year's Eve dance last night the tables were pushed to the wall, bringing into use a hardwood floor which for the first time was used by the party of guests. As the New Year arrived the lights were flashed and miles of serpentine tissue enmeshed the guests.



Lillian Agar

IN THE NEW

El Mirador

fashions and accessories for all occasions
evening -- day time -- sun time

Announcing the opening of

The Terrace Shop

IN THE LOBBY OF THE

El Mirador



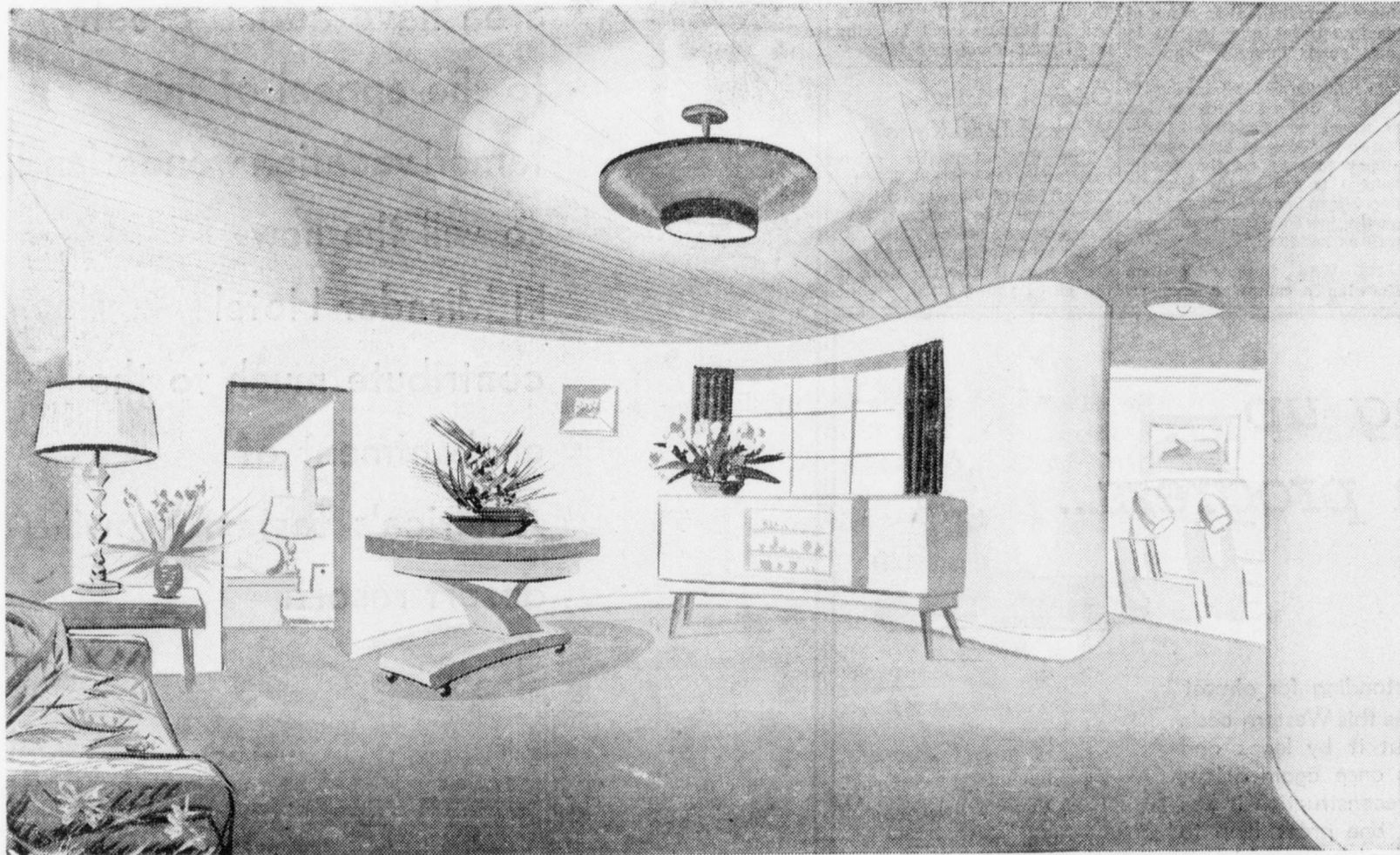
Nationally famous Cosmetics and Perfumes
Gifts and Sundries

Cigars - Cigarettes...Smokers' Accessories
Newspapers and Magazines

Ben Cox, owner

Lysle OF THE
El Mirador

SALON OF BEAUTY



Only famous name stylists featuring

Germaine Montell Cosmetics

and

Rayette Double Lanolin Permanents

- IN SAN FRANCISCO --Lysle of the Fairmount
- IN PORTLAND--Lysle of the Town House
- IN PALM SPRINGS--Lysle of the El Mirador

Initial Opening of El Mirador Recounted by Sun

(From Desert Sun of Palm Springs, California, Friday, Dec. 30, 1932)

El Mirador, the largest hotel anywhere on the American desert, was opened today at Palm Springs. "A magnificent desert hotel in a magnificent desert setting," said Senator Charles B. Hamilton, one of the early arrivals for the gala opening and premier for hotel men, which

First Desert Sun Had First Word of Hotel

Opening announcement of the construction of the million-dollar El Mirador was made in the first issue of The Desert Sun published on Friday, August 5, 1927. The story, which was given second prominence with the lead space going to the possibility for a telephone system being installed here, follows:

"Palm Springs is leading all the small cities of California this year in the way of improvements and additions to existing hotels as well as in the construction of a mammoth hotel. The magnificent hotel to cost \$750,000 is now under way. A. F. Hicks, P. T. Stevens, and other Palm Springs capitalists are leading spirits in this construction, while the Orendorf Company of Los Angeles is directly in charge of building operations. The financing has been entirely successful and it is believed the hotel will be in readiness for a great part of the tourist season of 1928.

"It is estimated that there will be not less than 150 working on the job."

will be held tomorrow (Saturday) evening.

Following the preview for hotel men who flocked to the opening from all parts of the state to give their brother bonifaces a rousing send-off in this new project, the hotel was opened to guests early this morning.

PRACTICALLY ALL accommodations were taken at once, reservations having been made from all parts of California for the opening day, which featured many novel entertainments.

Messrs. E. B. Edmonds and E. P. Severcool, joint managers and lessees of the new hostelry, escorted the enthusiastic guests through the main hotel building and its two spacious annexes. On every side were heard exclamations of surprise on the novel and unique way in which the hotel had been carried out. The attractive main lobby is a combination of the Indian and Spanish motif with pale green jade walls, driftwood beams in the ceiling, and carpeted with hand-tufted Spanish rugs. Ar-

ranged around the spacious room is hand-carved period Spanish furniture. The handsome main dining room, which will accommodate three hundred guests, came in for its share of praise, especially on its turquoise blue paneled ceiling. Mrs. Sydney I. Wailes said that it was one of the most attractively decorated rooms she had ever seen.

SURPRISE WAS EXPRESSED that although the opening took place exactly on time, everything was in perfect order and there was no confusion as is usual on such occasions. The well drilled

staff functioned like clockwork in handling the large number of guests.

The new hotel was completed in record time for the opening, and while it has two hundred rooms with bath, sun porches, and a \$75,000 desert garden which contains every species of desert plant known to horticulturists, every last detail was complete for the opening. The hotel itself was built at a cost of over a million dollars.

LOOKING FROM the lobby of El Mirador through beautiful arched windows, the manifold beauties of both the desert and mountains are seen. Eastward is seen the broad, rolling expanse of the desert, marvelous in its varied coloring, while on the rise the high peaks of the San Jacinto mountain range, Mount San Jacinto, chief of this range, being one of the highest peaks in southern California.

The exterior of the hotel is a colorful combination of both Indian and Spanish design which harmoniously blend with its desert surroundings. At the north end of the main building

risers an imposing ninety-foot campanile, from the top of which guests can view the beauties of the surrounding country for miles. At the top of this tower is hung an ancient bronze bell imported to this country from the Church of Our Lady of Amalfi, Italy. It will be rung for the first time in its new setting tomorrow evening, and will undoubtedly cause quite a sensation by its clearness and carrying power.

THE GROUP of men that financed this unique desert project will all be present at the opening tomorrow with their families. They include Mr. and Mrs. Warren B. Pinney, Prescott T. Stevens of real estate fame, Mr. and Mrs. Joseph G. Klapper, Mr. and Mrs. Tom A. Oakley, Mr. and Mrs. A. F. Hicks, Mr. and Mrs. Walter Barnes, Mr. and Mrs. Stephen Detzer, Clyde R. Burr, H. W. Herlihy, E. L. Rogers, Mr. and Mrs. Elvon Musick, Hewlings Mumper, and Wyman Robbins. They will occupy a special table at the banquet Saturday night in honor of the

hotel men, at which Mr. Edmonds will set the pace as toastmaster.

AMONG THOSE who have accepted invitations and will be present at the opening tomorrow night are: Senator Charles B. Hamilton of the Alexandria, Los Angeles; Harry Fryman of the Hayward; Fredrick Clift, Clift Hotel, San Francisco; Mell Wright, Hotel Del Coronado, Coronado Beach; Halsey Manwaring, Palace Hotel, San Francisco; Ben Frank, Ambassador Hotel, Los Angeles; Vernon Goodwin, of Alexandria fame, and now the executive officer of the National Park Hotels; Charles Baad of the Biltmore; Carl Stanley, manager Hotel Del Monte; James McCabe, manager Hotel St. Francis; Frank Miller, owner of the Mission Inn; Charles B. Hervey, manager Samarkand; H. O. Comstock, proprietor Vista Del Arroyo, Pasadena; Walter Raymond, owner Raymond Hotel, Pasadena; John B. Browne, advertising manager the Ambassador; Irvin Keeler, publisher of Keeler's Hotel Weekly; Joe Minster, publisher of the Pacific Coast Record and hotel broker;

George D. Smith, proprietor Mark Hopkins Hotel, San Francisco; Frank Simpson, Jr., president Southern California Hotel Men's Association; Roy Emery, manager Ahwahnee Hotel, Yosemite Park; Otheman Stevens, Examiner, Los Angeles; C. E. Miller, Union Pacific; F. B. Ross, Southern California Automobile Club; Edward T. Maples, publisher Western Hotel Reporter, San Francisco; Dwight Hart, proprietor Rosslyn Hotel, Los Angeles; James Long Wright, president Roosevelt Hotel; Edward Cason, secretary Southern California Hotel Men's Association; Howard J. Scott, El Tajon Hotel, Bakersfield; Emile Bernegger, St. Catherine Hotel, Avalon; John B. Jordan, mayor of Carmel and proprietor of Pine Inn; J. M. Danziger, Hollywood Plaza Hotel; L. G. Reed, manager Montecito Inn, Montecito; Ernest Drury, manager Whitcomb Hotel, San Francisco; Leroy Linard, manager Fairmont Hotel, San Francisco; Jear Jullaird, proprietor San Carlos Hotel, Monterey; Henry Baker, manager Key Route Inn, Oakland; George Tape, proprietor Paso Robles Hotel; E. Bedell, proprietor Clunie Hotel, Sacra-

mento; Sam S. Porter, proprietor San Diego Hotel, San Diego; Mrs. Helen Coffman, proprietor Desert Inn, Palm Springs; Hobart Garlick, proprietor Oasis Hotel, Palm Springs; George Mayne, Churchill Hotel, San Diego; W. R. Conway, Barbara Worth Hotel, El Centro; Frank McCoy, Santa Marie Hotel, Santa Marie; E. M. Whilton, Hotel Tulare; J. D. Gilliland, Maryland, San Diego; Baron Long, U. S. Grant, San Diego; Stanley Anderson, Beverly Hills Hotel, Beverly Hills; George Hart, Rosslyn Hotel, Los Angeles; Walter G. McCarty, Beverly Wilshire, Los Angeles; James Woods, Los Angeles Biltmore; H. M. Nickerson, Arrowhead Springs Hotel, Arrowhead Hot Springs; M. E. Olson, Virginia Hotel, Long Beach; S. W. Royce, Huntington, Pasadena; Charles DeLong, Mayflower Hotel, Los Angeles; W. W. Whitecotton, Lankership, Los Angeles; Frank Hinkley, Carrillo Hotel, Santa Barbara, and many others.

The Desert Sun—7
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, December 22, 1932



New Year's Eve Bookings Fill Rapidly

El Mirador was filled to capacity for the grand opening and many, who had hoped to attend, were unable to secure reservations. Some, who looked farther ahead are finding out that the same thing is true for New Year's Eve ... that El Mirador is almost booked solid for the last dinner dance of 1932 and the first of 1933.



The Opening of the New El Mirador Marks an Epochal Event in the history of the Desert Area

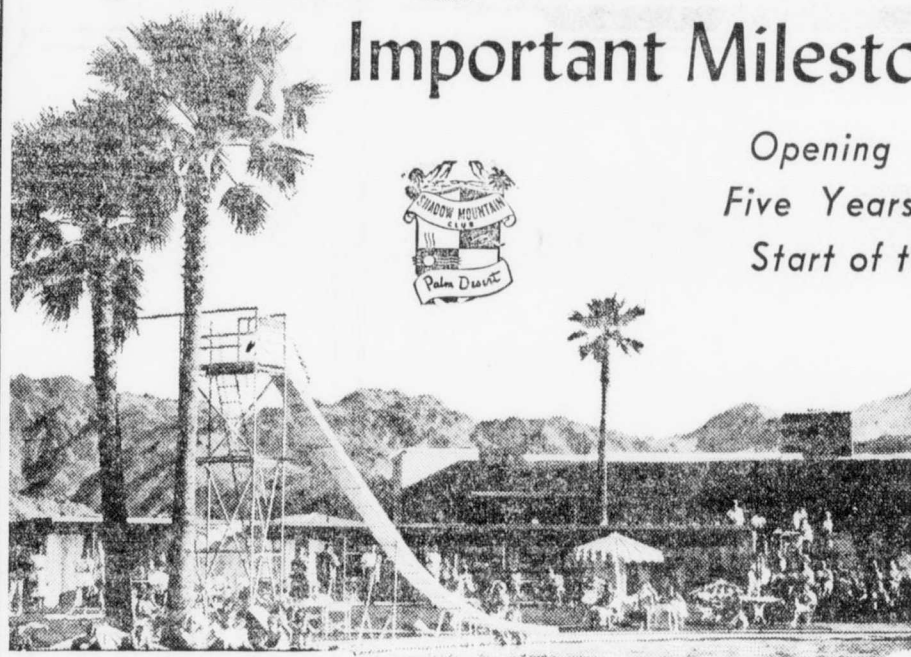
It's been a little over ten years since the last guest checked out of the El Mirador and Army ambulances began bringing in the sick and wounded. And in those anxious years, General George Patton was training troops in the barren desert 12 miles east of Palm Springs on Highway 111.

Now, a decade later, as El Mirador re-opens in new dress and sparkling beauty, there may be seen in the desert cove at the intersection of Highway 111 and Palms to Pines High-

way, where tanks once roamed, a beautiful new community with every facility.

Strange as it may seem, it was at Dakar, Africa, where those same troops were fighting in another far off desert, that two brothers, Colonel Clifford W. Henderson and Captain Randall Henderson, met and began planning what is now an amazing reality ... Palm Desert, the perfectly planned community of charming homes and gracious neighbors.

Palm Desert too, is Celebrating an Important Milestone in Development



Opening of the Shadow Mountain Club Five Years Ago this Month Signalized the Start of the Amazing Construction Program which has Taken Place.

This is Palm Desert today!

- HOURS MORE SUN
- TELEVISION RECEPTION
- HOME OF FABULOUS SHADOW MOUNTAIN CLUB
- UNLIMITED RECREATIONAL FACILITIES
- ABUNDANT WATER
- MILES OF ROADS
- 200 PUPIL SCHOOL
- COMMUNITY CHURCH
- \$2,500,000 approximate Investment in Homes
- \$1,500,000 approximate Investment in Lodges, Hotels, Apartments
- 23 Business Structures
- COMPLETE EQUESTRIAN FACILITIES

With more than 1400 members, the Shadow Mountain Club has taken its place as one of the Nation's finest private family clubs. Shown above is the spectacular figure-8 pool, in the center of this fabulous 75-acre Club development.

You are invited to view the Exceptional Home Building Sites in Shadow Mountain Estates and Shadow Mountain Vista.

Bank of America
OPENS BRANCH
BANK AT
PALM DESERT
emphasizing again
the completeness and
stability of this com-
munity development.

Palm Desert
"HOURS MORE SUN... LOTS MORE FUN"

PALM DESERT CORPORATION CLIFFORD W. HENDERSON, Founder-President
Palm Desert Phone 76-2911 Palm Springs Phone 8-4686

REAL ESTATE DEPARTMENT at Shadow Mountain Club for your convenience. Also, on Highway 111 in the heart of Palm Desert.

" SMARTEST ADDRESS ON THE AMERICAN DESERT "

COME TO
PALM SPRINGS NOW
CALIFORNIA

PERFECT CLIMATE—THE PERFECT VACATION

SUNNY PALM SPRINGS—America's preferred oasis for winter-weary families. Toast in dry warm desert air ... stroll in balmy romantic evenings—here, where the climate itself creates complete relaxation!

More Things to do and See in Palm Springs
Day or night, round the clock, there's more to do in Palm Springs. Join chuck wagon breakfast rides, moonlit hayrides, steak bakes. Dine at world famous clubs and restaurants. Shop with the movie stars in world-renowned stores. Sunbathe, swim, golf, ride horseback ... see fashion shows, tennis tournaments, special events... take fascinating scenic side trips to date gardens, palm canyons, the Salton Sea. You name it—Palm Springs has it. Palm Springs is easy to reach by air, train, bus, or auto.

Write your own ticket on Expenses

In Palm Springs, there's a rate for every budget. Over 200 hotels and apartments to meet all requirements.

See your travel agent or write:
PALM SPRINGS CHAMBER OF COMMERCE
237 N. Palm Canyon Drive, Palm Springs, Calif.

TELLING THE WEST—Above is a reproduction of the Palm Springs advertisement which is appearing in 17 daily newspapers east as far as St. Paul, north to Calgary and South to San Diego. The advertisement is financed by city funds and was prepared by the publicity committee of the Chamber of Commerce.

arcadia

SLIDING GLASS DOORS

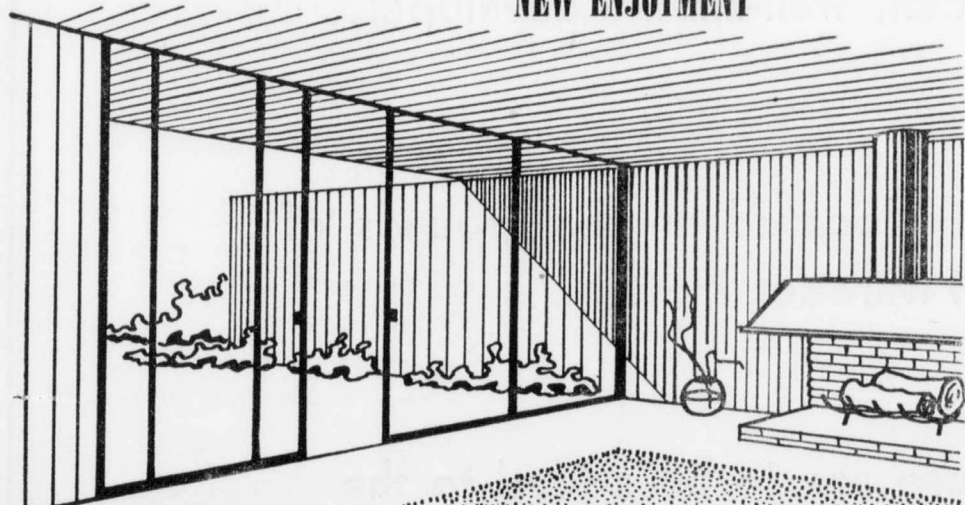
new space

NEW LIVING

new freedom

NEW ENJOYMENT

ANOTHER WAY
OF SAYING



ARE AVAILABLE FROM

arcadia
SLIDING GLASS
DOORS

PHILIP H. LESTER, Building Specialties
Palm Springs Representative

373 S. Palm Canyon Dr.

Tel. 5189

Congratulations

to the owners
of the beautiful

El Mirador



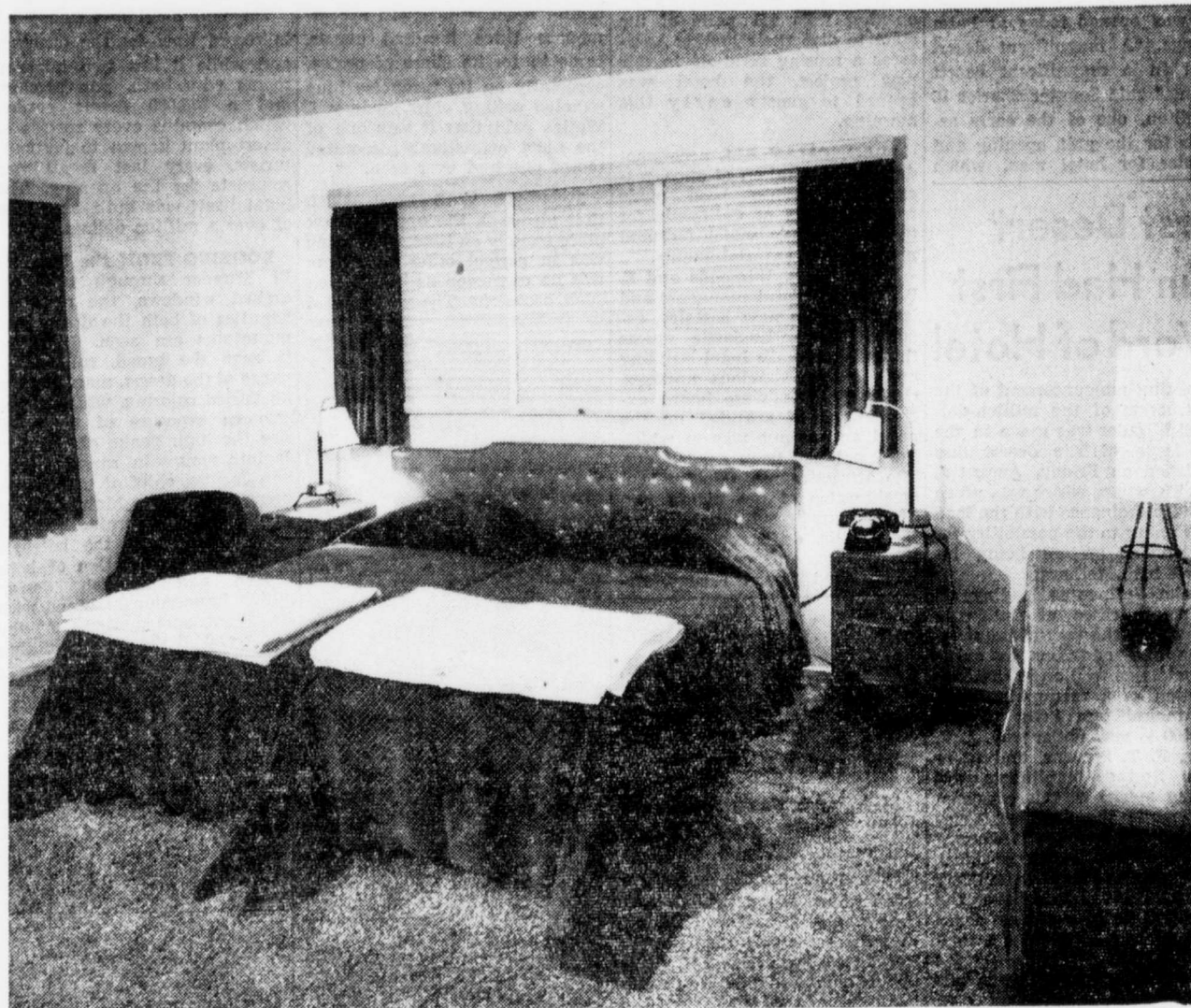
You have created
right here in Palm
Springs America's
most modern and
outstanding resort
hotel.

Henry A. Simsarian

PLUMBING • HEATING • COOLING

General Electric Appliances

850 N. Palm Canyon Drive ... Palm Springs ... Phone 2768



Interior view of one of the Hickman cottage bedrooms. This room like the other rooms in each cottage is luxury epitomized. The cottages are architectural creations and unusual in interior design. Although famed architect Paul Williams designed the cottages many of Hickman's ideas went into the construction of them. They are already proving to be the most popular accommodations at El Mirador.

GUY HICKMAN COTTAGES

Designed by famed architect Paul Williams and adjudged the most luxuriously appointed desert dwellings in the Palm Springs resort area.

All were erected under the direct and personal supervision of Guy Hickman, well-known developer.

All are located on the grounds of the El Mirador Hotel.

More are to be added to the original number now erected.



TROUBLE SHOOTER—Of prime importance in the El Mirador reconstruction work and in getting the hotel started out on a sound business basis was Frank Blasey, shown here with his wife Elsa. Blasey, executive assistant to Edward C. Houghton, president of L. A. Transit system, coordinated the efforts of the various contractors and set up the accounting system.

Famed El Mirador, First Built in 1927, Had its Gala Opening on January 1, 1928

El Mirador hotel was first constructed in 1927 at a cost of approximately \$1,000,000, by the Palm Springs Hotel company, and held its grand opening on January 1, 1928.

Serving on the first board of directors were Warren Pinney, A. H. Hicks and P. T. Stevens.

The exterior of the building was stucco Spanish, and the interior early Spanish and Indian.

ARCHITECTS were Walker and Eisen of Los Angeles, and contractor was Orendorf company of Los Angeles. Barker Brothers of Los Angeles was the interior decorator, and Howard Smith of Los Angeles, and Desert Nursery of Palm Springs were in charge of the landscaping.

The building plan included 21 acres of land, the main building and two annexes. There were 165 rooms, each with private

bath.

Original managers were E. B. Edmonds and E. P. Severcool.

The company was reorganized in 1932, and then in 1942 the hotel was requisitioned by the army for use as a hospital for war wounded servicemen.

AN EXPENDITURE of \$4,000,000 was made by the army in reconstructing the hotel for a hospital, and the name was changed to Torney General Hospital.

A staff of 1400 doctors, nurses, corpsmen and other personnel were in charge of the 1500-bed hospital before it was declared surplus in 1946.

It was purchased by National Hotel Enterprises, Inc., in 1951, and has been completely reconstructed into one of the most modern luxury hotels in the United States.

The El Mirador Story

The fabulous El Mirador hotel has thrown open its doors once again after a ten-year lapse.

Purchased in 1951 by a group of wealthy businessmen who incorporated themselves into the National Hotel Enterprises, Inc., El Mirador has been undergoing a mammoth reconstruction job for a year and all through the scorching desert Summer of 1952. Purchase price and reconstruction costs total almost \$5,000,000.

During World War II, on April 21, 1942, the El Mirador was appropriated by the United States Army. The name was changed to Torney General Hospital in honor of deceased Surgeon General Torney. The Army spent \$4,000,000 converting the former glamorous playground into a solidly realistic, 1500-bed recuperative center for war wounded. A staff of between 1200 and 1500 doctors, nurses, corpsmen and general helpers was needed to keep this huge hospital running at peak efficiency.

California Taj Mahal

After their purchase, and with a California Taj Mahal in mind, the present corporation of owners searched the country for persons qualified for the mammoth, artistic, face-lifting task. Chosen were Los Angeles Architect Paul Williams and Beverly Hills Interior Decorator Helen Franklin, known far and wide for her contributions to the Beverly Hills and Bel Aire Hotels in Los Angeles. The difficult and spectacular job of landscaping El Mirador fell to renowned landscape artist Jocelyn Domela and over-all construction was awarded to L.A. Contractor Lou Greene.

No details have been spared in this fantastic multi-million dollar effort. The planners were given a free hand in imagination and expense—readily apparent by the incredible beauty of El Mirador.

The hotel proper and surrounding grounds cover 21 acres, a Palm Springs record. Main build-

ings are the tower administration center, two sizeable annexes and many cozy bungalows, altogether containing over 200 luxurious suites and rooms of luxurious simplicity, each with bath. Guest building exteriors are pink stucco Spanish, the interiors are contemporary.

Indeed, a vacationers dream of delight, El Mirador in its vast domain will feature seven dining rooms, each with distinctive decor, each glamorously exciting. Off the lobby is the colorful Palm Terrace and gardens; nearby, the El Mirador Room and the Garden Room which combined will seat 500 guests at a single sitting. The decor of these rooms is particularly outstanding, featuring large white bird cages and tropical garden background with gorgeous color combinations. The Supper Club, serving Chuck Wagon or Buffet, is entered from the main entrance of the hotel and becomes an intimate spot on its own. The dancing area for these rooms will be the Starlight Patio and space in the main dining room. The Starlight Patio has a floor of radiant heated Terrazo to give dancers comfort, yet the thrill of dancing under the Win-

ter stars. The Palm Terrace also has this progressive feature. The South Pacific Room and Lanai, serving exotic island foods, are at the end of the pool area.

Olympic Size Pool

The swimming pool, Olympic sized, is set beyond the lane of palm trees extending from the Palm Terrace. Colorfully appointed Cabanas surround the pool and there is a terrace for style shows and other activities. The diving platform holds two one-meter boards, two three-meter boards and one 15-foot board. Divers will be framed against the sky by a gigantic steel arch set behind the platform.

Shuffleboard and badminton courts are located near the pool area. Two championship tennis courts have their own recreational building and center of activity. The Health Club also takes on a resort atmosphere with its colorful sun decks, rock steam baths and massage rooms. This section also boasts a fully-equipped gymnasium. Richard of Palm Springs is the manager of this operation, which is adjacent to the pool.

Others on the list of key El

Mirador personnel are: Frederick Clausen, general manager; Charles Hunt, executive assistant manager; Robert Sawyer, reservation manager; Joseph Hagerty, maitre d'hotel; Gabriel J. P. Anet, executive chef; John Faunce, tennis pro; and Carl Schroeder, pool manager and instructor.

Long History

Huge, rambling El Mirador hotel has a long and interesting history. Built in 1927 at a cost of \$600,000 by the Palm Springs Hotel company, it was actually years ahead of its time. It was primarily a village project under the leadership of three early California capitalists, Warren Pinney, A. H. Hicks and P. T. Stevens.

Original architecture was planned by Los Angeles Architects, Walker and Eisen. The Orendorf Construction company of Los Angeles handled building coordination.

Landscaping was a cooperative operation by Howard and Smith of Los Angeles and the Desert Nursery in Palm Springs. Joshua trees were imported from Twenty-nine Palms, weird cacti were gathered from California and Arizona. Great palms were brought in from remote California areas and re-planted with

meticulous care for pleasing arrangements. Many of these original shrubs, cacti and trees are still thriving to this day, supplemented by new and attractive plant life.

Romantic

Typical of the romantic detail poured into this fabulous 1927 resort was the tower bell of bronze imported from the Church of Our Lady of Amalfi in Italy. Building interiors were an exotic combination of Early Spanish and Indian.

El Mirador opened its doors January 1, 1928 under Co-Managers E. B. Edmonds and E. P. Severcool. The premiere was a gala, widely publicized event with prominent social and entertainment visitors from all over the world.

In 1932 during the depression, the operation of this world-famous resort hotel staggered alarmingly. A reorganization was effected, but this too was ill-fated. The roaring twenties were dust. No longer were people pouring fabulous amounts of money down the drain of pleasure.

Then, the War. In 1942, El Mirador was appropriated by the U. S. Army, who expended \$4,000,000 for re-conversion. The once proud hotel was renamed Torney General Hospital, capac-

ity 1500 beds, needing a staff of approximately 1300.

Beautiful Spot

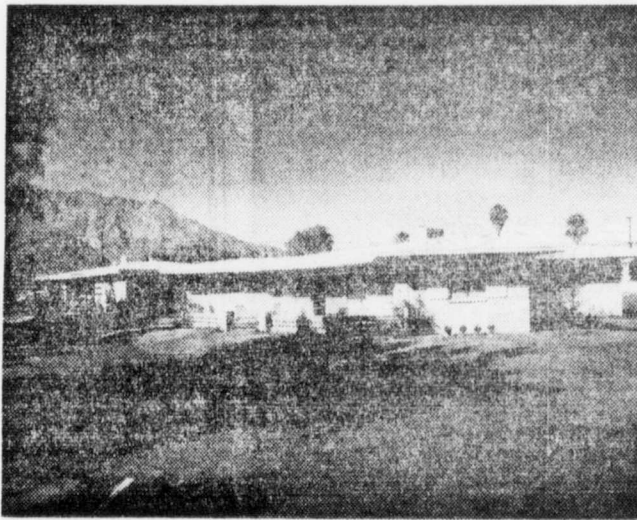
In 1946, Torney General Hospital was declared surplus, and Palm Springs Villagers held a town vote to determine whether or not the once famous trademark of the desert should be purchased and converted to a Civic Center. The vote result was negative—defeated by only four votes.

Idle and vacant until last year, a veritable ghost palace in the desert, huge reminder of more dazzling days, the El Mirador once again looks over the desert and mountains with an active eye.

The millions of dollars spent in rejuvenation have transformed it into one of the most beautiful luxury spots in the world—and all of Palm Springs is expectantly awaiting huge crowds of fun-loving, comfort-seeking vacationers to throng Village-wards for a day, a week, a season of glamor and excitement at the fabulous, intriguing El Mirador.

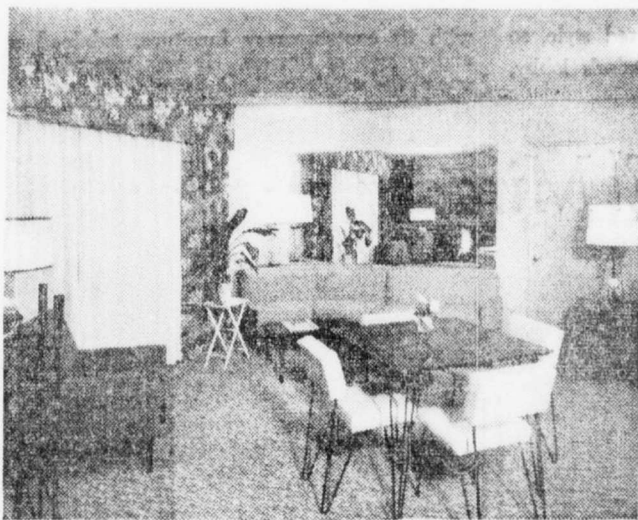
JEWEL of the DESERT

HOTEL

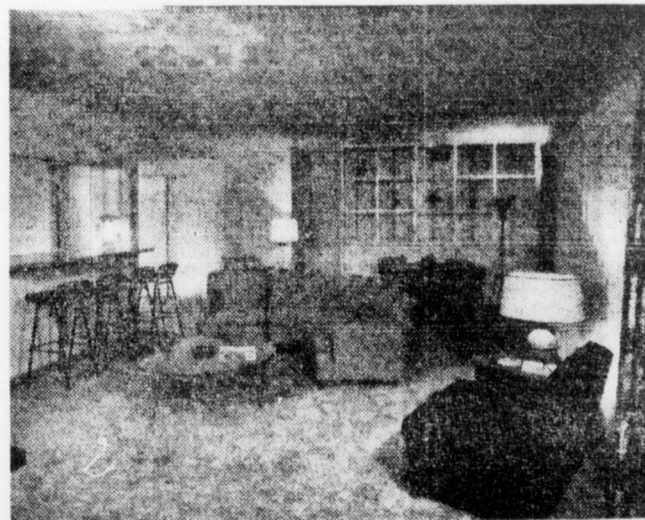


Sparkling . . . spacious . . . luxurious El Mirador will add greatly to the pulling power of the Palm Springs resort area because of its modern and complete facilities. It will bring many new people here because of its excellent accommodations and extensive facilities that take full advantage of this sunny climate.

We congratulate the new owners of El Mirador on the remarkable transformation they have accomplished. We wish them the success which they so richly deserve.



Photos show some of the completely new bungalows with interior views, located on the beautiful and spacious grounds of El Mirador. They were built by Thor Fredericksen, General Contractor of Palm Springs, and represent the last word in construction and design.



Thor Fredericksen
General Contractor
7791 PHONES 7564
PALM SPRINGS

Like the Grounds of El Mirador . . .



Much of the charm of Palm Springs lies in its colorfully landscaped patios and lovely gardens.

Take the fullest advantage of this mild winter climate by keeping the grounds of your home or hotel as fresh as springtime . . . Let us help you with your landscaping problem . . .

Landscaping of El Mirador grounds under our supervision.

Palm Springs Landscape Co.

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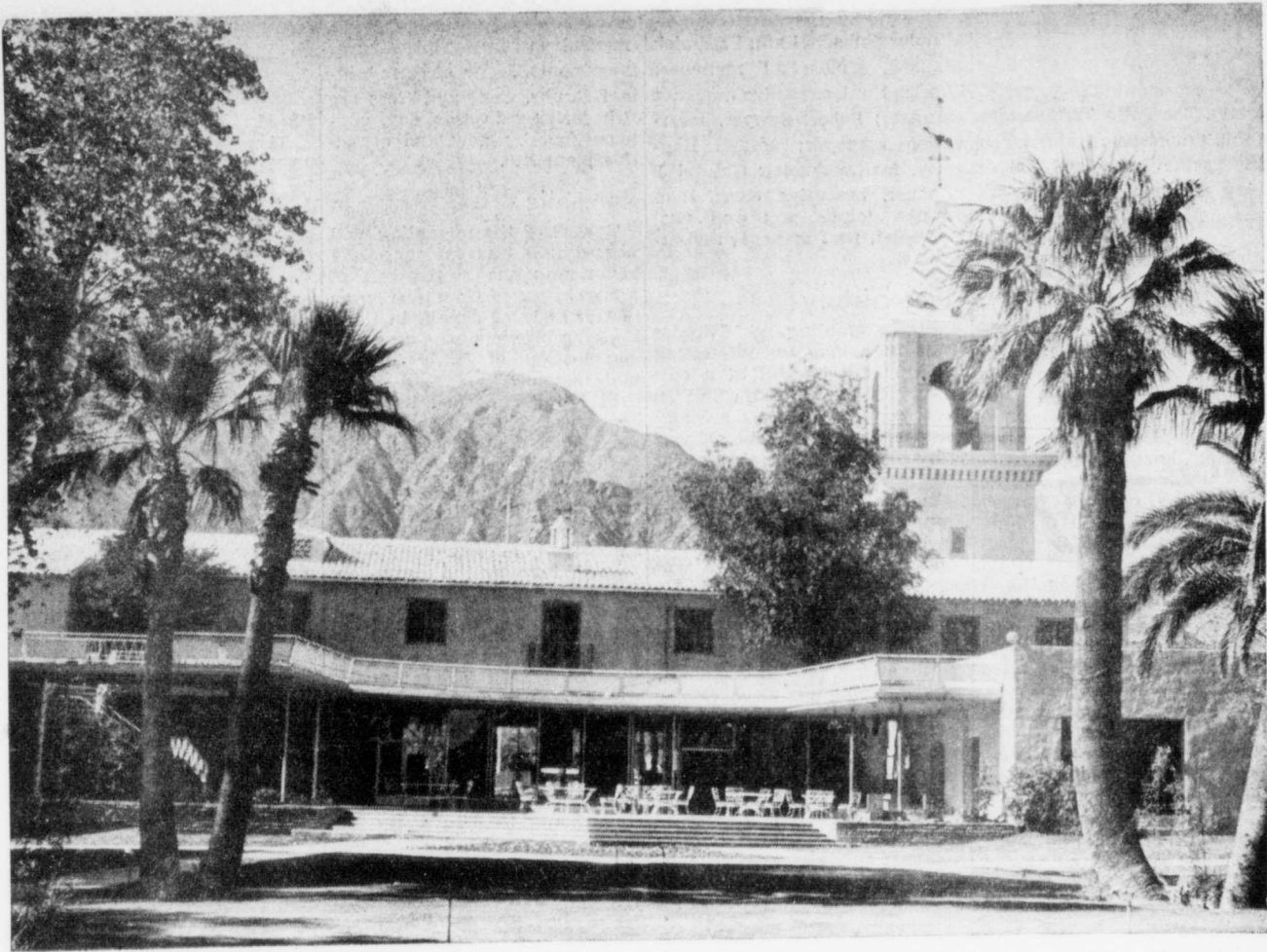
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ATTRACTIVE SETTING—Setting of El Mirador Hotel, as seen from the swimming pool area, has been often described in its glory days of old as one of the most attractive views in the world. This compliment is even more deserved now with the new El Mirador, with attractive, desert gardens in the foreground, surrounded by green lawns sprinkled with palm trees, and the luxurious hotel backgrounded by the impressive snow-capped San Jacinto.

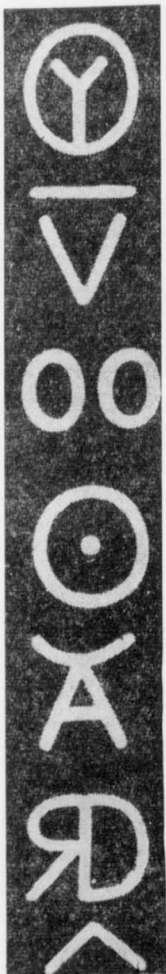


BEAUTIFUL INTERIOR—In California's preferred style, so well-adapted to Palm Springs living, is El Mirador's lobby, with its contemporary furniture, subdued colors, soft lights and masses of flowers. It was planned by Helen Franklin, one of the west's leading interior decorators.

Success to El Mirador!

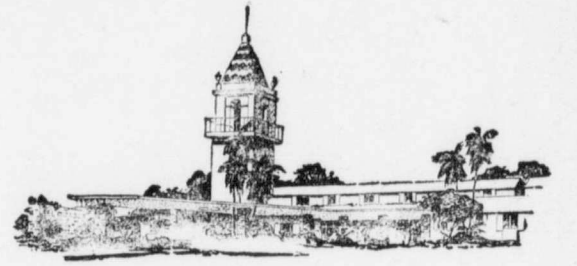


||
"Our Brand
is
Tender Steaks"
||



Saddle and Sirloin

*Our sincere
good wishes
to El Mirador*



The prize beef, winner of the blue ribbon at the Western Live Stock Show was purchased specially for El Mirador Hotel by the Desert Provision company of Banning and Palm Springs. Along with the blue ribbon winner other prize cattle were purchased by the same company for the hotel. Pictured above inspecting the beef in the vast ageing room of the Desert Provision company at Banning are, left to right: Jack Freeman, president of the provision company, Charles Hunt, assistant manager of the El Mirador hotel and Frederick B. Clausen, general manager.



Only nationally famous brands of the highest quality is purveyed by the Desert Provision Company. Where quality of the product is of the utmost importance the Desert Provision company supplies these items.

Desert Provision Co.
Palm Springs Banning

"Our Sincere Desire is to Serve You Well"



DISTINCTIVE DECOR—Helen Franklin, of Helen Franklin Interiors at Beverly Hills, planned the distinctive interiors and furnishings of El Mirador, using a decor particularly suited to the Palm Springs area. She was assisted by her husband Moe Morton, who is shown here with her.

Helen Franklin Designed Interior Decor of Hotel

One of the things about El Mirador that women find the most interesting is the interior decoration... the handsome and unusual furnishings and fabrics. These are the work of Helen W. Franklin, interior decorator, from Beverly Hills. Her husband, Moe Morton, who is associated with her, assisted with El Mirador's interior designs, color selections and furnishings. They have been working on it since January.

The talented designer and decorator has used exquisite taste in relating El Mirador's furnishings and colors to the natural desert tones.

Miss Franklin did the interiors for the original Saks Fifth Avenue, the executive offices of General Petroleum and the beautiful homes of Claire Trevor, Freeman Gosden, Irene Dunne, Alan Ladd, Spencer Tracy and Archibald Burton Scott.

The interiors at the Submarine Base at Honolulu are the work of Miss Franklin, and she is currently engaged on a \$2,000,000 job for the United States Navy, doing the interiors for the Officers' clubs in the 11th Naval District.

Trained at Chouinard art school, she also studied in Mexico City.

Many Events on Program for Village

El Mirador opening, the biggest event of the social season in Palm Springs, will be followed by many other occurrences of interest to tourists, guests and Villagers.

Events calendar compiled by the Palm Springs Chamber of Commerce lists the following coming attractions this season:

December 23—Christmas parade. Santa arrives in the desert.

January 13—Chamber of Commerce annual party, El Mirador hotel.

January 13—Palm Springs Playhouse opening.

January 19-20—Thunderbird Pro-Amateur Golf Tournament.

January 26—Annual Fashion Show Woman's Club, 9:30 a. m.

Including Breakfast \$3, 2:30 p. m.—Including Tea \$3.

February 5—Daughters of American Revolution, Cahulla Chapter Fifth Birthday Party, El Mirador, 12 noon. (Reservations must be made 10 days in advance.)

February 7-8—Palm Springs Winter Rodeo, Palm Springs Mounted Police.

February 9—"Desert Dates" Fashion Show, Woman's Club.

February 13-14—Gas-light Gaieties, Palm Springs Business Woman's Club, War Memorial Hall.

February 13-15—16th Annual Invitational Tennis Tournament, Palm Springs Tennis Patrons.

February 18-23—Riverside County Fair and Date Festival.

Hotel Kept Ray Casey Traveling

Playing an important role in the production "The Rejuvenation of El Mirador," Ray E. Casey of Chicago, executive vice president of National Hotel Enterprises Inc., has made 10 trips here keeping a watchful eye on the progress of the work.

Mr. and Mrs. Casey arrived in Palm Springs about 10 days ago aboard the chartered DC-6 which brought a group of stockholders and their wives from the Midwest.

Casey, who is vice president of Commercial Salvage, was called back to Chicago on business and he and his wife left Palm Springs on Sunday, after the formal opening.

The Caseys have two daughters, Susan who is four and a half, and Judy who is 14 months. The children will accompany their parents when the Caseys return to Palm Springs in February.



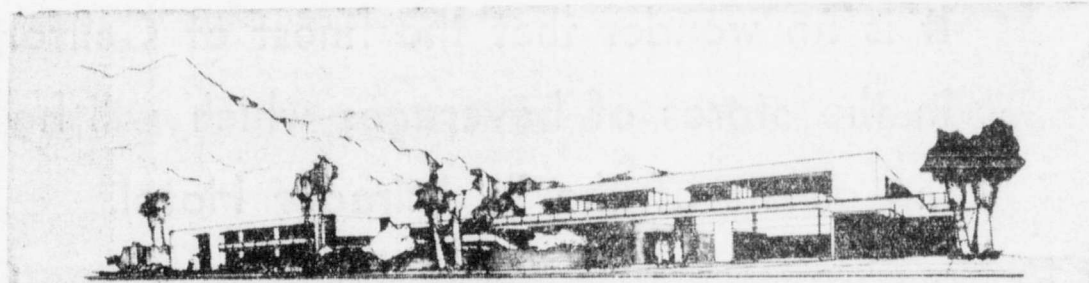
TABLE SCENE—Elaborate floral arrangements marked the table settings for the dinner-dance at El Mirador's opening. In one of the dinner parties were the three guests pictured here, from left, Mr. Francis Crocker, Cal-Electric official, Mrs. William C. Packett of Chicago and Palm Springs, and Mr. Oscar A. Torgerson, president of the Desert Bank of Palm Springs.

Symbols OLD and NEW!

Long a symbol of the Palm Springs vacationland, the tower of El Mirador looks down upon an unbelievable transformation as the lights go on again at the world famed desert spa. There is romance in the re-birth of El Mirador—and every reason to believe that in its new dress and enlarged facilities it will have a brilliant future.



El Mirador



SUNSET TOWER BUILDING. PALM SPRINGS

Sunset Towers

Soon a new symbol of luxurious life will take its place against the picturesque mountain backdrop of Palm Springs. It is the Sunset Tower Building now nearing completion on Palm Canyon Drive nearby the El Mirador. It will encompass the last word in accommodations for desert vacationists or winter residents, another nationally famous Don the Beachcomber dining room and shops in appropriate character of the Palm Springs resort community. Watch for the opening early next year of this newest addition to America's fastest growing desert resort.



RESERVATIONS — Robert J. Sawyer Jr., is the reservation manager for El Mirador. A native of New Hampshire, he has a fine background of hotel work.

Robert Sawyer Reservation Head

Reservation manager for the new El Mirador hotel, now reopened with more than its former splendor, is Robert N. Sawyer Jr.

He is a graduate of the University of New Hampshire, holding a B.S. degree in Hotel Administration. His hotel experience includes positions at Mount Washington hotel, Breton Woods, New Hampshire; Bellevue Biltmore hotel, Bellaire, Florida; Oceanside hotel, Magnolia, Massachusetts, and The Desert Inn, Palm Springs.

Sawyer is single and a veteran of both World War II and the Korean struggle.

SUNSET TOWER BUILDING

For information regarding apartment accommodations or store leases, write or call the Sunset Tower Building, 140 Via Lola, Palm Springs... telephone 5279.

ALL PALM SPRINGS IS PROUD OF THE

NEW

El Mirador

... And we are proud to have done all of the fine printing for one of the world's finest hotels. Our Congratulations and best wishes to our good friends at the El Mirador

THE *Printery*

PALM SPRINGS

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W E L C O M E E L M I R A D O R

California, always noted for its gracious hospitality, is most happy to welcome the opening of the EL MIRADOR hotel as another exceptional hostelry dedicated to the comfort of travelers from all over the world who visit our wonderful State.

The California Brewing Industry adds its acclaim to the EL MIRADOR hotel in the knowledge that its appointments have been carefully planned to assure its guests in Palm Springs the utmost in comfort, service and courtesy.

BEER has always been identified with gracious living and hospitality. It is no wonder that the finest of California beers have been included in the stores of beverages which will be available to the discriminating guests of the EL Mirador Hotel.

PROSIT El Mirador! May your fame as a truly fine "home away from home" spread throughout the land and become the symbol of the hospitality extended to every visitor by ALL Palm Springs.

PUBLIC RELATIONS DEPARTMENT

Breweries	Major Brand
Acme Breweries	Bull Dog Lager
Altes Brewing Company . . .	Altes 7-11, the Natural Brew
Goebel Brewing Company of California	Goebel 22
Lucky Lager Brewing Company	Lucky Lager
Rainier Brewing Company	Rainier Krausen
Regal Amber Brewing Company	Regal Pale
San Francisco Brewing Corporation	Burgermeister
Wieland's Brewing Company	Wieland's 100-Year

"Some of the Finest Beers Produced Anywhere Are Brewed in California"

LAWNITE

ALUMINUM OUTDOOR FURNITURE
LAUGHS AT WEATHER...LASTS LONGER...
MAKES OUTDOOR LIVING MORE FUN!

Choice of El Mirador



2400 N. W. 75th ST.

MIAMI, FLORIDA

Congratulations El Mirador!



Fred Hathaway Co.

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390 E. Sunny Dunes Rd.

Phone 3699



The firms whose names appear below wish to take this opportunity to wish the El Mirador immediate and prolonged success. We are proud to have had a part in the remodeling and reopening of this famous hotel.

Lou Greene — Contractor
c/o El Mirador Hotel
Palm Springs, Calif.

Bamboo Decor., Clif Sawyer, 2280 Araby, Palm Springs, Tel. 7813
Metal Work, J. M. Connell Co. Inc., 375 Sunny Dunes Rd., Tel. 2206
Plastering, Jess Gardner, Inc., P. O. Box 475, Palm Springs, Tel. 6555
Cement Work, Howard A. Deason & Co., P. O. Box 86, Cathedral City, Tel. 83325
Mach. Mfg., Halsey Machine and Mfg. Co., 131-135 Arrowhead Ave., San Bernardino, Tel. 83811
Linoleum, Morr Floors, 471 S. E. St., San Bernardino, Tel. 571-00
Glass, Cottrell Glass Co., 706 N. Cahuenga Blvd., Hollywood 38, Tel. HI 3164
Terrazo Work, A. Corradini & Sons, 4880 Valley Blvd., Los Angeles 32, Tel. Cap-10282
Lighting, The Feldman Co., 612 S. Wall St., Los Angeles 14, Tel. Trinity 6731

The Desert Sun—13
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Monday, December 22, 1952



LYSLE OF EL MIRADOR—
Lysle and Violet Walsworth,
of Seattle, Portland and San
Francisco, have opened the
beauty salon at El Mirador.

**Beauty Salon
at El Mirador
Gem of a Shop**

A gem of a shop in El Mirador is Lysle of El Mirador, Salon of Beauty, to the left from the main entrance. The delicate peach-colored walls and pale beige carpeting, the picture window on the north, and the contemporary furnishings make the lobby of the salon an attractive place. The patterned coverings of couch, chairs and benches, the wall paintings add color.

Lysle and Violet Walsworth, who owned and operated the Town House, a Colonial-appointed salon in Portland for 12 years, and Lysle of Fairmont salon in the Fairmont Hotel on Nob Hill in San Francisco, are the concessionaires.

Lysle has been a leading stylist in Seattle, Portland and San Francisco for many years, giving the finest of service to the most discriminating patrons.

Managing the salon is Louise Ward, formerly with Bullock's Wilshire and I. Magnin. There are five operators and two manicurists. Gregory, noted hair stylist who was formerly with Anne Meredith in Beverly Hills and Jetta of the St. Francis are on the staff. Gladys Wrenn, who was with Elizabeth Arden, is there for facials, waxing, manicures and pedicures.

The main styling room is attractively arranged and lighted, and has a large planter along one side.

Germain Montell cosmetics for face treatments are exclusive with Lysle and he is featuring a double lanolin Rayette permanent wave.

**1929 Social
Program Was
Solidly Fixed**

Guests at the new El Mirador hotel in 1929 had the following weekly social schedule:

Monday evening, do as you please.

Tuesday evening, the great game of Keno is played in the card room at 8:30 p. m.

Wednesday evening, dancing in the dining room at 9 p. m.

Thursday evening, bridge party for hotel guests in the lobby at 8:30 p. m. and prizes.

Friday evening, the game of "Horses" in the card room at 8:30 p. m.

Saturday evening, dancing in the dining room at 9 p. m.

Sunday evening, special musical concert.

Special afternoon tea parties given Wednesdays and Sundays from 4 to 5. Tea served at other times by request. The out-of-door diversions are horseback riding, tennis, swimming, golf, hiking and picnics.

A six-piece orchestra plays at the luncheon and dinner hour every day, both concert and ballad music. The orchestra is composed of six girls dressed in Spanish costume for the dinner hour, and in sport attire at the luncheon hour.

You will adore *El Mirador*

Its charm... its color... its gay mood make the new El Mirador a place for luxurious leisure that vacationists from far and near will really adore.



You'll love *Palm Desert*, too!

Another beauty spot in this famed desert resort area is the perfectly planned community of Palm Desert — 12 miles east of Palm Springs. You'll love the gorgeous views in all directions... the charming desert homes... and beautiful Shadow Mountain Club. Let me show you some of the attractive new homes... homesites in exclusive Shadow Mountain Estates... income property or ranches large and small. Come out or phone today... don't miss Palm Desert... you'll love it!



Edith Eddy Ward

SPECIALIZING IN

Palm Desert

and
**Shadow Mountain
PROPERTIES**

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PALM DESERT

Phones:
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EDITH EDDY WARD

We are proud to
have had a part
in rebuilding



... it is a great
asset to the entire
Desert Resort Area—
and we wish its
owners success.

Howard A. Deason Co.

CONCRETE

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COMFORTABLE, SPACIOUS BEDROOMS—Each bedroom in El Mirador Hotel was designed and furnished for the utmost comfort of guests. Latest styling of modernistic furniture blends perfectly with the soft, restful colors and other aspects of interior decoration. All rooms are air conditioned, provid-

ing guests with complete climatic comfort as the furnishings provide them with complete physical comfort. Many of the rooms have fireplaces, patios or verandas. All rooms feature excellent views of the beautiful surroundings. Some illustrations of the bedrooms in the main buildings or adjacent lodges are shown.



King Karpen, president of the Aireloom Bedding company, in extending best wishes and congratulations to El Mirador on its brilliant reopening Saturday night, recalled many happy hours spent at the famous hotel in the past.

"The beauty and luxury of the new establishment far surpasses anything I have seen in the early days of Palm Springs," Karpen said. "We are extremely happy to have been a part of this magnificent accomplishment."

Congratulations

...to Palm Springs and
thanks to National Hotel
Enterprises for

El Mirador

*The Most Glamorous
Twenty Acres Under
the Sun.*

Robert Ransom

PRESIDENT

RANSOM REALTY CORPORATION

Desert's foremost Real Estate Dealers
for past 21 years.

Miss Bosche Busy at Hotel All Summer

Miss Marion Bosche, secretary to the board of directors of National Hotel Enterprises Inc., has been in the Village since early Summer, holding down the fort. She stayed in the same bungalow that she had originally occupied under Warren Pinney's management.

The very capable and charm-

ing Miss Bosche has a varied background of experience so she was seldom at a loss to answer all the questions that came her way during the reconstruction period and was executive secretary for purchasing until Carl Hunt's arrival. Formerly with Hobe Frank as assistant national advertising director for the Phoenix Republic and Gazette, she also was with the Sales Promotion Manufacturing company, and catering assistant at the Adams hotel in Phoenix, in the front office at the Desert Inn, and in sales group business. Her family has a 40-acre

14—The Desert Sun
and **PALM SPRINGS NEWS**
PALM SPRINGS, CALIFORNIA
Monday, December 22, 1952

ranch at Hemet and that is one reason she decided to come to Palm Springs instead of going farther afield.

SOUND SYSTEM

The sound system at El Mirador was designed and installed by the Hollywood Radio Supply, Inc.

Around 700 guests were served in the hotel dining rooms the night of the opening.



GOOD LUCK!

to magnificent
El Mirador Hotel,
and congratulations
to all who had a
part in the marvel
of re-construction...

The Center

JOHN A. CONNORS
President

Photographs of Interiors by Gayle's

The photograph on the first page of El Mirador supplement, the lobby pictures and all interior photos were taken by Gayle's Studio.

Furnishings, color, drapes and other interior decor was accomplished by Helen W. Franklin Interiors, Beverly Hills.



welcome, new pitcher!

Ted Lyons of the Chicago White Sox was as fine a pitcher as baseball has ever known. But he never pitched in a world series! To pitch in a world series, you've got to win the pennant. And you can't win the pennant with just one pitcher. That's the way I feel about Palm Springs. And that's why Andrea and I are so happy to welcome El Mirador Hotel into this community of outstanding hotels. We've added another pitcher; and I hope to see nothing but strikeouts.

To Fred Clausen, Charles Hunt and all others identified with this powerful new member of the Palm Springs Team, all of us at Howard Manor say: welcome—and the best of good fortune.

Robert S. Howard
HOST

HOWARD MANOR

572 N. Indian Ave., near El Mirador



PARADISE in Palm Springs!

El Mirador

Hotel The Oasis
121 South Palm Canyon Drive
Phone 2101



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READY MIX CONCRETE
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AMERICA'S finest desert

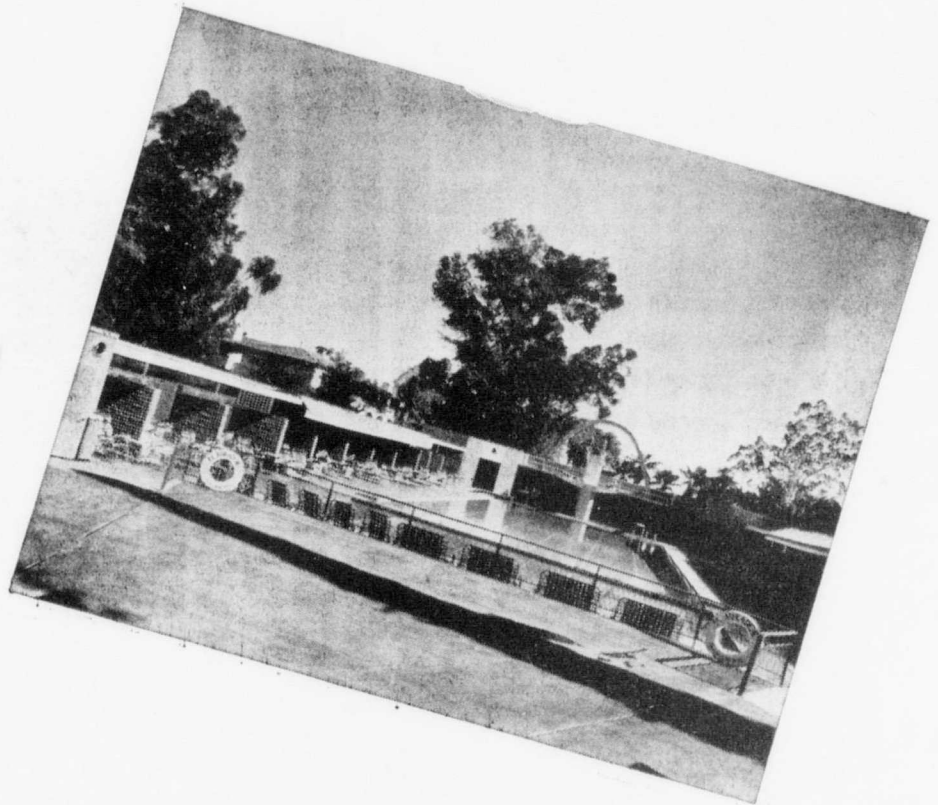
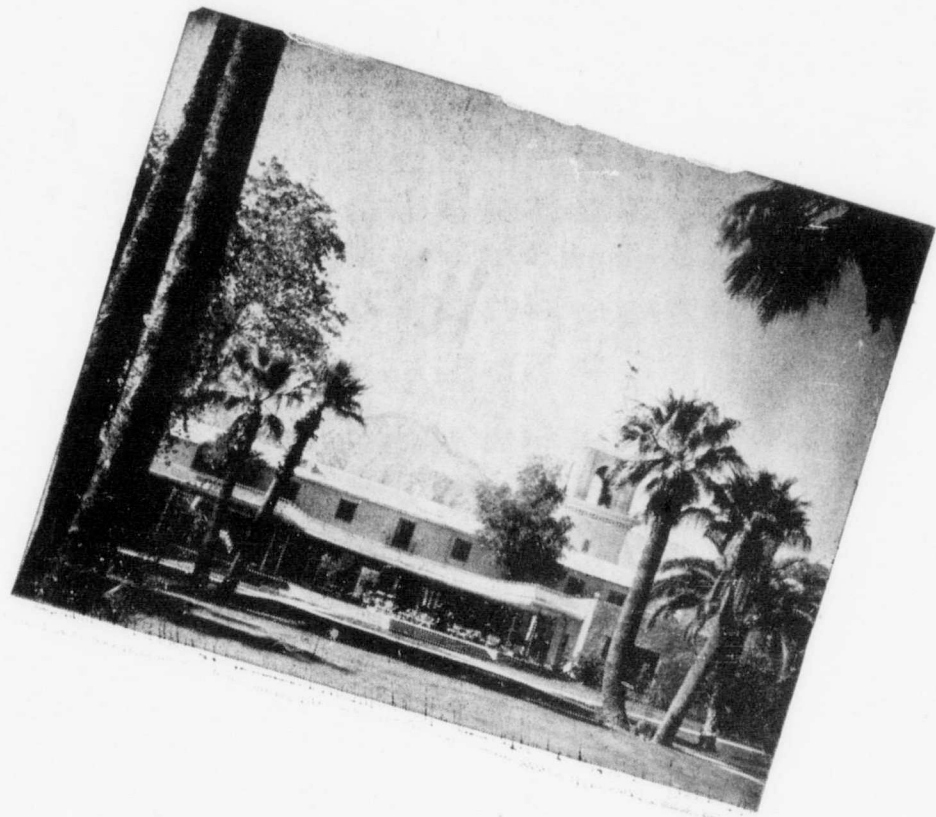
resort hotel incorporating the most
complete luxury accommodations
available . . . truly a most important
milestone in the forward
progress of Palm Springs.

We look forward with a sense
of real pride to the additional
number of outstanding people
El Mirador will bring to Palm Springs
during the coming years



THE business firms

of the Palm Springs Desert Area
whose names appear at the left
congratulate the new owners of the
El Mirador Hotel on the outstanding
job of reconstruction which has
transformed the old building
and grounds to a new
resort paradise.



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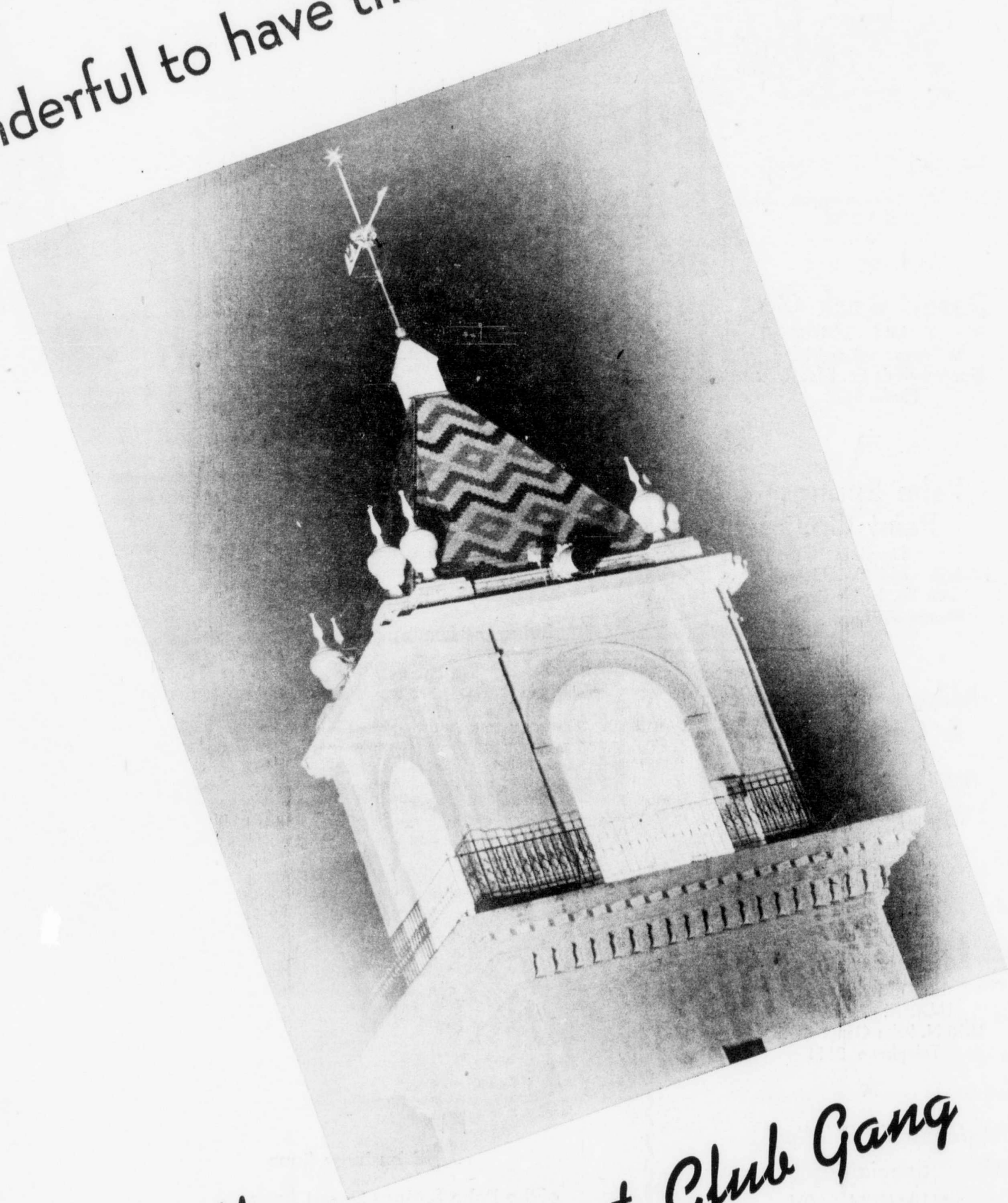
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It's wonderful to have the El Mirador back again!



Charles Farrell
-and the Racquet Club Gang

Dear Roy: Sorry we didn't have the
reservation that you wanted the other
day—but we'll do better the next
time.
—C. F.